

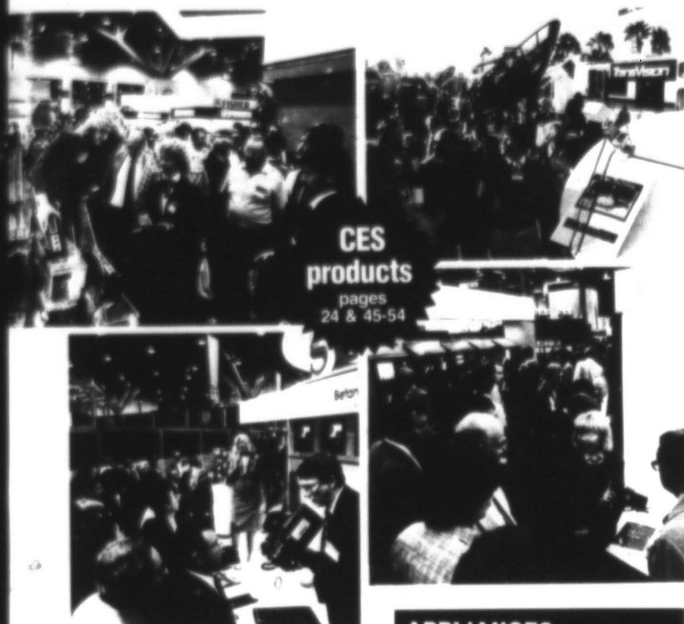
Merchandising

A GRALLA PUBLICATION

JANUARY 1986

Home and Auto Electronics • Housewares • Major Appliances

THE NATIONAL MAGAZINE FOR HARDGOODS RETAILERS, WHOLESALERS AND DISTRIBUTORS



CES products
pages
24 & 45-54

OVER 1,400 EXHIBITS and 37 seminars are on tap at the Winter Consumer Electronics Show. More than 100,000 are expected to attend.

OPERATIONS

Check this out: promising site may suffer from store overload

By Nancy Lang, operations editor
LOS ALTOS, CA—Although that new store location you've been researching looks promising, don't move in yet. There may be too many competitors on the scene already.

How can you figure this out before taking the plunge? Answer: Use a simple formula to determine if "overstoring" exists.

In fact, math often enters into the site selection strategies used by the pros. For example, there are at least three formulas you can employ to make sales projections when choosing a new site.

As for the matter of calculating overstoring, it's as simple as subtracting the "supply" of retail space at a location from potential "demand."

The problem is, according to consultants interviewed by Merchandising,

continued on page 39

APPLIANCES

Expanding 35-44 age bracket to spark replacement business

By Nancy Markov, field editor
BENTON HARBOR, MI—The rest of the century looks excellent for the replacement market in major appliances as the largest chunk of the population enters the years when most people make their second or third purchases.

There will be approximately 43.5 million people in the 35-to-44 age bracket in the year 2000, and it is this group that is the best audience for replacement purchases.

It's also an audience that's eager to trade up, to pay for extra features that will differentiate the new appliance from that first unit they probably bought with their home.

Factors less predictable than aging, however, will also affect the market. These include how often people will move, how much appliances cost, how long today's products last and the effects of changing lifestyles and new technologies.

**\$6.3 billion buys RCA:
GE shocks industry
with mega-buck
takeover**

see page 8

ELECTRONICS

Wichita becomes a war zone as power retailers invade town

By Michael Garry, sr. assoc. ed.

WICHITA—In the past few years, traditional appliance and consumer electronics dealers in this Kansas town of 300,000 have cut customer services, reduced hours, slashed inventories, consolidated stores, pared sales staff commissions and, in some instances, trimmed the staff itself.

All this and more has been done with one thought in mind: survival. For retailing in Wichita is not what it used to be.

Until recently, the market was much like many others—dominated by small and medium-sized independents. But things began to change when power and discount retailers rolled into town, armed with massive buying and advertising power that has drastically altered the retail landscape.

Small stores, large independents, even K mart have all been hit by the

arrival of outfits such as Silo, MidWest TV & Appliance, World Radio and Sam's Wholesale Club.

While all have fought back, the impact of the invasion has had a predictable impact on the smaller independents. At least one—O-Square Appliances—has gone out of business. And others have had to make radical changes just to stay afloat.

Sam DelGeorge, owner for 30 years of Del's TV-Appliance Center,

continued on page 37

HOUSEWARES

Inserts building sales excitement at more stores

By Lynne Kelly, managing editor
NEW YORK—The success of Free Standing Inserts (FSI's) as an advertising medium for housewares is prompting several major retailers to rely even more on this vehicle in 1986. These retailers are finding FSI's to be their most effective advertising tool—generating more sales than individual newspaper ads.

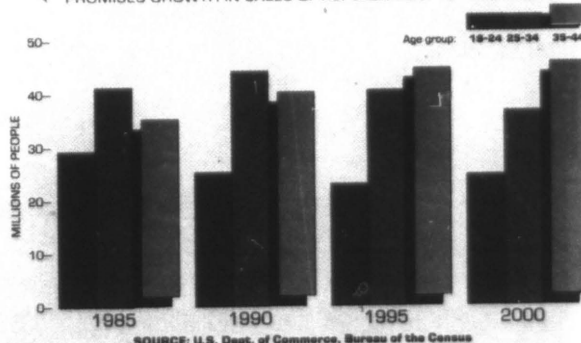
One retailer, who has used inserts for the past four years, credits FSI's with a 25 percent sales increase over the past three years.

Another retailer has made a major change in his advertising in the

continued on page 70

POISED FOR GROWTH

EXPANSION OF 35-TO-44 AGE BRACKET PROMISES GROWTH IN SALES OF REPLACEMENT APPLIANCES



PEAKING IN 2000, the 35-to-44-year-old age group will account for 16.3 percent of the population.

OVERVIEW



Wouldn't it be nice? A parting list of industry goals

This is goodbye. After close to five years with *Merchandising* I will be moving on effective Jan. 3, to edit a publication called *Bottom Line/Personal* for Boardroom Reports, Inc.

But before I go, I want to take a quick look at the industries—consumer electronics, major appliances and housewares—that I've covered, and issue a few parting shots.

For the most part, this is my wish list, what I would like to see for all of you as I head for the exit:

- A restoration of profitability in all areas.
- More round-edged, pastel colored products in every product category
- A good honest use for the

home computer.

- Lower prices on prerecorded videotapes.
 - Big and small retailers coexisting peacefully in the same market.
 - One Housewares Show per year.
 - Still more innovative major appliances from American manufacturers—before it's too late.
 - Show press kits that weigh less.
 - That Detroit doesn't totally destroy the car stereo aftermarket.
 - More appliance commercials as good as the ones with Joan Collins.
 - A true hang-on-the wall TV (I thought they were supposed to be here by now).
 - That GE is kind to Nipper.
 - That all small electrics are soon cordless.
 - Induction cooking really takes off (so I can spend the next 20 years trying to convince my wife that we should make the switch).
 - That I never see Chicago or Las Vegas again.
 - Innovative retailers who push more than just price will win out in the end.
- There's my list. I hope you have some fun (and some success) with it.

Now, adios.

Flory Fund grows

On another note, there is still time to make a contribution to the Stephanie Flory fund that was set up in memory of our managing editor who died in October. We are almost halfway towards meeting our goal of \$3,000, which will establish a permanent journalism scholarship fund in Steph's name.

Contributions can be sent to Andrea Latchem, associate director, Planned Giving, Syracuse University, 820 Comstock Ave., Syracuse, NY 13210.

THIS YEAR IT WILL PAY TO DIAL SANYO

When you call Sanyo to become a Sanyo telephone products dealer, you just may be dialing yourself a trip to Rio!

This year, we're building more value into our telephones and telephone answering systems. And that means more profit opportunities for you. It's all part of a renewed commitment that includes new products, new promotions, and new incentives. Beginning with an exciting trip to Rio de Janeiro that we'll be announcing at the Winter Consumer Electronics Show.

So dial Sanyo toll-free at 1-800-524-0047. It's one phone call that'll pay, and keep paying throughout the year. And beyond.



Sanyo Business Systems Corporation

Sanyo Business Systems Corporation, 51 Joseph Street, Moonachie, NJ 07074 201-440-9300

Come see us at C.E.S. booth 603.

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POSTMASTER: Send address changes to MERCHANDISING, Circulation Department, Room 930, 1501 Broadway, New York, NY 10036. Second Class postage paid at New York, NY, and additional mailing offices.

FRONTLINES Electronics

After the acquisition, GE/RCA's plans are still up in the air

NEW YORK—General Electric's \$6.3 billion purchase of RCA last month raised a multitude of questions about RCA's future.

For example, will the consumer electronics division remain in In-

dianapolis, and will RCA personnel remain? How will sales, marketing and distribution of GE and RCA products be affected?

Right now, the companies will not answer these questions, which they call "premature." And many other electronics suppliers and large retailers feel it's too early to tell what effect the acquisition will have, although some industry analysts believe the additional cash can only help RCA.

Preliminary GE plans, however, will leave the RCA name intact. Chairman John Welch, Jr., said at the firms' joint press conference that a marketing strategy would be developed to deal with the GE and RCA product lines and the certainty of line duplication. "We'd hate to lose the RCA name," Welch said. "It's stronger than the GE name at this point."

As for personnel duplication, Welch said there would probably be an opportunity "to channel people into different areas of the company."

Welch, who took over at GE in 1981, will remain as chairman of the combined company, while Robert Frederick, chairman and chief executive at RCA (and a

former executive vice president at GE), will also remain.

RCA Chairman Thornton Bradshaw will retire when the deal closes, which will be in about nine months. After his retirement, he will stay on as a consultant to the company.

Number one

The goal of the company, according to Bradshaw, is to be "number one in the world in a business that is vital to America's future." The merger will result in "greater and even more fundamental global competition," Bradshaw said.

GE has denied speculation that it purchased RCA for its five television stations and the NBC network. The purchase will increase GE's consumer electronics business, although it is not a dominant part of either company—about 13 percent of GE and 27.8 percent of RCA.

While the lack of concrete plans for the manufacturer's consumer electronics divisions makes predictions difficult, GE's money will enable RCA to expand. "We did have a lot of money, but now we'll have more," Bradshaw said.

An investment analyst who follows RCA for Dean Witter Reynolds, Joel Krasner, said that the acquisition "will be positive for the company because it will be easier for them to get into more product lines and to undertake expansion." He added, however, that "there will probably be consolidations and layoffs in some areas—notably in consumer electronics and communications." "GE has very deep pockets," said Susan Sansbury, a securities analyst for Shearson Lehman Brothers. "It will be positive for RCA to that extent."

Go for 'em! Solid margins year-around! They're yours in the video aftermarket! With this new VCR Care Kit by Zenith!

You bet there's a VCR aftermarket out there! A sizeable one. Perhaps as big as *twenty million plus* households. So that capitalizing on it with VCR accessories like this beautifully packaged Zenith VCR Care Kit can be very, very profitable.

Look and see for yourself!

Inside this kit, latest in a long line of Zenith video accessories—and available separately, too—are a great new VCR Head Cleaner, A T-120 VHS Blank Video Tape, A VCR Dust Cover, And a clear VHS Tape Storage Cover. All proudly bearing and backed by Zenith, a name renowned for superb product performance and reliability. They are at your Zenith distributor's place now, these new Universal VCR Care Kits, ready for immediate delivery to heads-up retailers alert to the money to be made in the overall video aftermarket.

Actually, there's more in store than ever before in this expanding line of Zenith video accessories. More than just this new Universal VHS VCR Care Kit. Solid margins, for example. The kind that can turn some 6, 7 or 8 feet of your floor space into a video accessory profit center right before your eyes.

So hurry! Quit second-guessing yourself! Neither this video accessory business nor VCR aftermarket is going to wait for you. Call your Zenith distributor's Parts & Accessories Sales Manager!

Besides being an integral part of Zenith's new VCR Care Kit, this VCR Head Cleaner is also available separately as Model T-HC from your Zenith distributor.

Zenith Service, Parts & Accessories
11000 Seymour Avenue, Franklin Park, Illinois 60131
A Division of Zenith Electronics Corporation

Merger is possible for Computer Depot and Platt Music

EDEN PRAIRIE, MN—Two companies with similar merchandising methods could soon be combined if a talked-about merger between Platt Music Corp., Torrance, CA, and Computer Depot, Eden Prairie, MN, takes place.

Platt, a privately held company, with sales reported to be \$250 million, operates 135 consumer electronics departments in department stores in 16 states. Computer Depot operates computer departments in 91 department stores, but expects to close 20 of them this month.

"We've met with Platt a couple of times," Stephen Parker, chairman and chief executive officer of Computer Depot, told *Merchandising* last month. "We're talking, but nothing substantive has evolved. It would be an interesting joining because Platt is expanding in several directions and Computer Depot would fit in."

MERCHANDISING

Personal Electronics

AND HOME COMPUTERS

Typewriter vendors use more 'stars' to hawk ads

By Maureen Haefner, assoc. ed.

PARAMUS, NJ—Dr. Ruth has a fantastic relationship with hers. Charles Dickens could have written A Tale of Three Cities if he had had one. And Sidney Sheldon thinks his is sexy. Very sexy.

They are electronic typewriters and the three persons mentioned above are part of the new creative wave of consumer advertising that the category has seen of late.

With the growth of the marketplace (*Merchandising* estimated shipments would hit 2.8 million in '85), comes increased advertising budgets. All the vendors interviewed planned to increase their budgets "substantially" in the coming year and claimed they have more innovative advertising up their sleeves, too.

Perhaps the most noticeable difference in electronic typewriter advertising this year has been the addition of humanity to ads. The number of spots that just show the product sitting on a table and list its features are declining. Advertising agencies have been told to put on their creative hats and come up with something that stands out.

The results have been Sharp's Ghostwriter series; Smith-Corona using Dr. Ruth, and Silver-Reed's having one great writing machine praising another.

television commercials can be dealer tagged, McLaughlin noted.

Sales up 25 percent

Smith-Corona spent more advertising money in the second half of 1985 than in all the previous 12 months, said Fred Feuerhake, vice president of marketing. "Our advertising budget has been increased considerably."

And the campaign has reaped great results. Sales were up more than 25 percent in the fourth quarter, for which Dr. Ruth can

take part of the credit. She appeared in two spots, a 30-second and a 25-second spot which could be dealer tagged.

Why Dr. Ruth of all people? "We felt we had to break through all the clutter," Feuerhake said. "Dr. Ruth is a very believable person. People know her. We needed all this in 30 seconds or less."

The Dr. Ruth campaign has ended, but Smith-Corona has announced plans for "startling new print ads sporting the correction feature" for the next year. Also in print, the company will play on the country's new sense of nationalism with a Made in the U.S.A. theme. Product-oriented print ads will continue their run in books like *Newsweek*, *Life* and *Rolling Stone*.

Silver-Reed America, a company that has done little advertising in previous years, introduced the One Great Writing Machine Praises Another campaign during fourth quarter '85. And president Sig Schreyer told *Merchandising* that his firm will up its ad budget by 30 percent in 1986 in the electronic typewriter category.

According to Cathy Kellner, Silver-Reed's account supervisor at Ogilvy & Mather Advertising, that money will be used to target college-



USING CELEBRITIES, such as Jimmy Breslin, is one new ad technique used by Silver-Reed.

Vendors offer new promotional matter

PISCATAWAY, NJ—Four-color posters and customizable co-op accruals abound for retailers of one of the fastest-growing categories in personal electronics: electronic typewriters. Here is a sampling of promotional materials and dealer incentives that six vendors have planned for retailers.

BROTHER INTERNATIONAL: "We have all kinds of point-of-purchase materials," said Hal Fair, national key accounts manager. This includes such items as posters, salesmen's guides, header cards with callouts of the main features and a self-demonstration feature on the AX-10 and the EP-42.

A clear lucite pocket on the side of machines makes room for literature, and laminated catalog sheets are also available. A co-op program is available to all dealers who sell Brother electronic typewriters.

JUKI: This company has

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Cute tie-ins

Sharp is trying to build name recognition in its advertising through the Ghostwriters campaign, said Don Osborne, manager of marketing communications. The campaign, which features William Shakespeare, Mark Twain, Charles Dickens and Emily Bronte, will continue its run in print and on TV through the first three quarters.

"We thought that by using famous past authors we could build a bridge between them and the typewriter they would have loved to have used," he said. "We highlight the features with cute little references to what they wrote."

"Everybody recognizes these authors," said Dennis McLaughlin, national sales manager. "I don't think Emily Bronte is as strongly recognized, but she appeals more to women." And women, he said, account for at least 60 percent of all typewriter purchasers.

The firm is currently advertising with part of a corporate ad budget of between \$25 and \$30 million on TV and in four-color print ads in mass consumer books like *Time*, *People* and *Sports Illustrated*. The

Computer firms plan co-op upgrade in 1986

By Brad Berton, field editor

LAS VEGAS—Fueled by more usable software and powerful hardware, the home computer market will experience moderate-to-strong growth in 1986, according to industry representatives at COMDEX/Fall 85.

While overall growth "may be no more than five to 10 percent," Apple consumer marketing manager Dave Cote predicted "healthier profits" in '86. Because "dealers are more conservative now, compared to 1984," he said the Apple field marketing organization's goal is "to help dealers take advantage of local markets—to provide promotions and programs designed to differentiate themselves from other dealers."

While "the holiday season was looking really good," marketing efforts will be directed at reducing "the after-Christmas slow-down ... We'd like to see a more even flow of product, to get rid of the seasonality by presenting reasons to buy at other times, such as graduation and back-to-school," he said.

Okidata president Bernard Herman predicted "20 to 25 percent growth in 1986 ... While '85 was generally targeted at 35 percent, it has actually been closer to 15 or 17



STRONGER SALES and distribution channels will contribute to growth, says Okidata president Bernard Herman.

percent."

His optimism is due in part to "stronger channels of sale and distribution, as floppies, modems and printers become more mass market-type products. Mass merchandisers are now carrying these products along with computers and software."

Herman said he hopes new distribution channels "won't drive prices down; however, I tend to think there will be price stability."

With vendors offering more co-op and covering more promotional expenses, he said, "dealers can get better margins. It's better for everyone this way than with promiscuous price reduction, but you never know when someone will start cutting."

Richard Brooks, vice president of sales and marketing with Personal Touch, said he thinks "'86 will be extremely strong, a banner year ... While the initial surge of the home market was the 'leading edge' mentality, people will be looking at the computer more from a productivity

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COMDEX/Fall '85

Editor's Notebook:

With more than 1,250 companies exhibiting to some 90,000 visitors, COMDEX/Fall '85 paid scant attention to the home computer retailer. Although hardware aimed at the home market was virtually non-existent, a number of software producers introduced new packages. With the last-minute cancellation of Commodore, Atari 520 ST-compatible programs seemed most visible, as 49 developer companies displayed their packages at the Atari booth. Director of publications Neil Harris said at least 15 home programs were introduced at the show, and scores more will follow by the end of the new year's first quarter.

From Hippopotamus Software, new ST-compatible programs include Hippobackgammon (suggested retail price of \$39.95), Hippospell (\$39.95), Hippo Computer Almanac (\$34.95) and Hippo Jokes & Quotes (\$34.95). New products from Sierra On-Line are Winnie the Pooh in the Hundred Acre Wood (\$24.95), Ultima II: Revenge of the Enchantress (\$59.95) and King's Quest II: Romancing the Throne (\$49.95).

From Activision came two new games, Borrowed Time and Hacker (each \$44.95). ILEnt Software introduced its page layout program, Typesetter ST (\$39.95), Academy Software its Typing Tutor/Word Invaders (\$34.95) and Haba Systems its Habadex Phonebook (\$59.95). Spinnaker Software displayed 11 new programs, including Homeword Helper math (\$49.95), Fahrenheit 451 game (\$49.95) and classic literature of Treasure Island (\$39.95).

MichTron announced 12 new ST programs, such as Calendar (\$29.95), Time Bandits (\$49.95) and Mudpies (\$39.95). Atari Corp. also introduced several of its own and co-developed programs including a 320K filing system priced at \$49.00.

Many other software developers introduced programs at COMDEX. At the Apple Computer booth, Softview presented its 1985 version of the MacInTax IRS-approved income tax preparation program for the Macintosh. The MacInTax Federal package includes the 1040EZ, 1040A (with Schedule 1) and 1040 (Schedules A, B, D and E) for a suggested list price of \$75. The Business Supplement, State Supplements and Yearly Updates are available for an extra \$30 each. To supplement its Gardening Techniques reference guide, Ortho Information Services introduced the Personalized Plant Selection Disk (\$49.95). The program provides gardeners with a list of plants meeting selected specifications—and is adaptable to the user's Zip Code. The Ortho program is developed for the Apple II series and Macintosh, Commodore 64 and IBM PC.

From Storybook Software—a division of Nantucket, Inc.—comes Doodles, an alphabet learning program for children up to age six (\$19.95). Formats available by February include IBM PC/XT/AT, Apple II series and Commodore 64. Generating a lot of interest at COMDEX was the Intracourse program for sex from IntrCorp, Inc. The entire Analysis and Compatibility module—including questionnaire, analysis, dictionary, compatibility index and sexuality statistics—carries a suggested list of \$99.95. The IBM-compatible program is personally endorsed by Dr. Joyce Brothers.

As a brainchild of its The Art of Negotiating package, Experience in Software displayed the new Idea Generator, designed to help generate creative solutions to professional or personal problems. The IBM PC/XT/AT-compatible program—including disk, manual and hardbound editions of founder Gerald Nierenberg's The Art of Creative Thinking—sells for \$195. Learning Technologies brought its number of elementary education software programs to 20 by introducing 11 new packages. The various problem-solving, reading readiness and math concepts programs—each carrying a suggested list of \$19.95—are compatible with the Commodore 64 and 128 and Apple II series.

While not much happened outside the software area, there were a few developments in the home market. Okidata's Okimate 20 printer (\$268) was presented with the Commodore Amiga for the first time. Okidata president Bernard Herman praised the new compatibility, saying he'll support the marriage with extensive December and January ads in USA Today and 20 major market dailies. Gravis Computer Peripherals introduced a "state-of-the-art" joystick—the MK VI—featuring eight-position spring tension, three independent fire buttons and recessed trim adjusters for potentiometers (\$49.95).

Recoton introduced The Starter System accessory package, to be displayed with any two 5-1/4 in. floppy disks. The kit includes a travel folder, two cleaning diskettes, 12 head-cleaning diskette dispensers, 25 cleaning cloths and a bottle each of anti-static spray and screen cleaner. Sales manager Rich Baccigauipi said the kit should sell for \$19.95 to \$24.95. Verbatim's newest promotion features a free credit card calculator with a 10-pack of its single- and double-sided double density 48TPI minidisks. The single-sided will retail for \$24.95 or \$25.95, and the double-sided for up to \$55.

GoldStar introduced a new line of four 3-1/2 in. floppy disks to supplement its 5-1/4-in. series. The MF-1D, MF-2D, MF-1DD and MF-2DD have capabilities of 250 KB, 500 KB, 600 KB and 1 MB, respectively. Retail prices were not yet determined. Royal Seating introduced its new Conquer the Corner (model 5812C) computer table (appr. \$140), a six-sided modular that fits neatly into a corner and leaves room for lowering cables.

Attendees seeking Commodore—it had moved to an off-site location—found instead Computer Specialties, Inc. The producer of peripherals for Commodore products had been re-located to Commodore's assigned booth, which didn't hurt business at all. Along with its disk drive, interface and other peripherals, CSI displayed its new model 400-S cables (\$18), operable in 60- and 84-column modes.



Program plans a garden

PERS

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Education is the best use for computer, vendor says

continued from page 17
standpoint, as a home tool.

"Software will drive the home and education markets, and the education market seems to determine buying selections at the home level. Kids teach parents what they learn in school, and as the economy strengthens—it's well on that path—the home market will develop."

Education paves way

Recoton sales manager Rich Baccigauppi agreed that the home computer market "will develop as does educational software—that's what will make people go out and buy a computer. It has an awesome potential for educating kids, especially when six- and seven-year-olds are using computers in school."

"God only knows how many Radio Shack TRS-80's are in closets because people realized they can balance their checkbook in five minutes. When they realize that a computer will benefit a child's education—when applicable software brings about this realization—then people will buy. There's really no other reason to have one."

Baccigauppi predicted "mass merchandisers will get back in the market when prices drop off and software power increases." He also said, "Point-to-multipoint communications—transmission through satellites to many stations—will help the market take off."

The Atari 520 ST will be 1986's big success in the PC market because of its simplicity and speed, said Neil Harris, Atari director of publications. "People are pleased by speed and don't want to learn lots of programs. If they can just point and shoot (using the mouse), they can get a lot more sophisticated than before."

With development of more usable, affordable software, Harris said, dealers can make home computers available to consumers who previously couldn't afford one. "High performance at low cost is the formula for success in this industry."

Harry Matsunaga, Panasonic's product manager for printers, said, "Although competition might drive prices down in '86, retailers can't forget more important aspects such as service and training."

"While department stores and mass merchandisers don't necessarily have the same market as ISO's and computer specialty stores, they must have well-trained personnel." He said Macy's and Bamberger's are examples of retailers that train computer sales staffs effectively.

"With the 128 and the Amiga on the market in '86, I'm looking for-

ward to a real good year," said Otis Lutz, president of Computer Specialties, Inc., which produces Commodore peripherals. "Hopefully, the price of integrated circuits won't go up much, but it will go up to some extent."

"While sales increased only slightly in '85—and profits were down—I think we'll see a return to strong sales in '86. I hope October

sales were a good indication, as it was the best month in my history."

Speakers at a COMDEX conference gave predictions for the computer market's next five years. Dr. Egil Juliussen, Future Computing's chairman, said '86 and '87 will see "moderate growth—in the low 20's" for the overall computer industry. He predicted floppy disks will be a mainstay, optical disks will increase in importance and "the 3-1/2-in. drive will dominate by 1990."

CompuShop president John Purcell, Jr., said, "Stores will remain the most cost effective means of distribution." He looks for increas-

ed specialization among retailers, along with broadened product lines—addition of telecommunications equipment, copiers and typewriters—as computer merchandisers will need "more action out of valuable retail space."

A. David Silver, managing general partner of Santa Fe Private Equipment Funds, said "desperation" in the computer industry will breed the following developments: credit companies to finance dealer accounts receivable; "computer junk men"—i.e., used computer parts and software dealers; in-home selling "like Avon," and higher profits "for all parties."

THERE'S A PACKAGE WAITING FOR YOU AT BOOTH 5618.



You might call it a profit package. Or a profit-building package. Or a profitable package. Or all three.

Whatever you call it, it could be the single most important discovery you'll make at this year's Consumer Electronics Show in Vegas.

So whatever other booths you visit, make sure you stop by No. 5618. The Southwestern Bell Freedom Phone® Booth.

Unless, of course, your profits are quite high enough already.



If you can't make it to Vegas, call us at 1-800-558-7347, ext. 11.

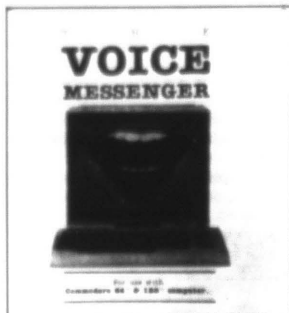
Welwyn Currah introduces line of peripherals, including modules that recognize human speech

ROYAL OAK, MI—Welwyn Currah has introduced a line of peripherals that simulate the human voice. The Voice Messenger line consists of a module and two software products. It is compatible with the Commodore 64 and C-128. Another module, Hearsay, both synthesizes and recognizes human speech. Hearsay interfaces with the Commodore 64, 128 and the Apple II computers.

The Voice Messenger speech synthesizer module plugs into the rear of the Commodores. It can convert the keyboard into a talking mechanism, allowing individual keys to speak, or to talk after complete words are typed. Suggested retail price is \$59.95.

Software for the Voice Messenger includes the Easy Speech disk for most pre-existing programs. These include Infocom's Zork and many educational software programs. Suggested retail price is \$24.95.

The Intelligent Talking Terminal (ITT) for the Voice Messenger functions with manual or auto-dial modems and multiple disk drives. Any material the user receives will



Welwyn Currah Voice Messenger

talk, according to the company. Information can be received on-screen, printed or verbally, or any combination thereof. The product works at any baud rate. Suggested retail price is \$29.95.

Hearsay will obey verbal commands. The module trains the computer to recognize a particular speaker's voice. Once trained, the computer will respond to an unlimited number of voices with a

95 percent accuracy rate.

The Hearsay module features a built-in microphone, which receives commands from distances of up to 12 ft. The company said the unit is designed to be upgraded as advances in speech technology occur. Hearsay plugs into the back of the Commodore 64/128 or inserts into the Apples in the form of an application card. Suggested retail price for the Commodores is \$99; for the Apples, \$149.

Software for Hearsay is also available. Rhyme and Reason teaches children nursery rhymes so that they can learn animal names. Colors and Shapes help children remember the names of colors and shapes. Super Concentration is a mix and match game. Suggested retail price for the Commodores is \$29.95; for the Apples, the suggested retail price is \$39.95.

Intelligent Talking Terminal software for Hearsay dials telephone numbers for the user. The program permits other data bases to talk to the user.

Welwyn Currah, 104 W. Fourth St., M. Royal Oak, MI 48067.



Little Black Book

Sharp launches line of professional units

PARAMUS, NJ—Sharp's newest calculator offerings include a group of professional scientific models.

The new line offers 24-character display. One example, the EL-5150, shows equations complete with characters and symbols, mimicking what the user would write. A play-back feature lets the user review his last equation and make corrections after computations are done.

Up to 99 separate programs are featured, with 1,400 program steps. Additional functions are 26 memories for storing numbers, statistical functions, and up to 16-digit binary calculations. An applications textbook is included. Suggested retail price is \$79.95.

A solar calculator, model EL-361, provides a flip-out kickstand for desk top use. Other features include four-key memory, oversized plus and zero keys and a large nine-mm liquid crystal display.

Available in March, the product will retail for \$12.95.

The EL-6150 Little Black Book stores up to 200 names and phone numbers. Addresses, company names, appointments and shopping lists can also be entered. The calculator displays its information on two lines. Information can be searched by phone number, name or company for addresses, key letter, category number or word in the case of lists and notes.

Suggested list price is \$69.95. Sharp Electronics Corp., 10 Sharp Plaza, M. Paramus, NJ 07652.

Technico introduces new printer/calculator

NEW YORK—Technico's new impact printer/calculator combines portability with desk-top features. Model PD-2015 features a 10-digit LCD display, four-key memory and automatic shut-off. The product measures 8 1/2 in. by 5 1/2 in. by 1 1/2 in.

The unit operates on four double-A batteries or an AC adaptor, not included. Users can switch to a non-print mode to save paper. One roll, measuring 58mm wide, comes with the unit. List price is \$49.95.

Technico, 989 Ave. of the Americas, 7th Floor, M. New York, NY 10018.



Magnavox Videowriter

Magnavox premiers word processing unit

KNOXVILLE, TN—Magnavox is introducing a word processing system for the home. The Magnavox Videowriter contains a built-in screen, disk memory, an electronic dictionary and printer.

The unit's electronic dictionary spell-checks more than 50,000 words. A single keystroke corrects spelling errors. The dictionary also has the capacity for 1,000 words of the user's choice.

The writing screen displays full-page width and quarter-page length at one time. The unit's disk memory automatically saves and stores every page until the user erases it.

The printer operates at up to 50 characters per second, automatically loads standard paper and envelopes and permits typesets to be changed.

The list price is \$800. Magnavox/N.A.P. Consumer Electronics Corp., 1-40 & Straw Plains Pike, M. Knoxville, TN 37914.

Code-A-Phone debuts answering machines

PORTLAND, OR—Code-A-Phone is introducing a line of dual micro-cassette answering machines. The company is also giving additional remote features to its beeperless machines and offering a two-line phone.

The new line, the 3500 series, permits beeperless remote control through tone phones. These machines may be turned on and off from remote locations, and they are wall mountable. Model 3530 has a suggested list price of \$149.95.

Model 3570 offers additional capabilities, such as 10-number automatic dialing, with recall of the last number dialed. Calls can be placed on hold. The user can also place a party on hold while momentarily answering another incoming call on the same line. Suggested retail is \$189.95.

Models 2300 and 2350 have new beeperless features, voice-controlled message capacity, message length control and dual cassette operation. Remote features include up to 100 personal codes and can save, replay or cancel messages. Lists are \$119.95 and \$154.95.

The two-line telephone, model 8440, features 32-number automatic dialing, 10-number LCD display, a call timer and quick automatic redial. A built-in speakerphone permits the user to talk without the handset. List price is \$189.95.

Code-A-Phone Corp., P.O. Box 5656, M. Portland, OR 97228.

Audiovox mike used with cellular phone

HAUPPAUGE, NY—Audiovox's new mobile telephone microphone allows hands-free operation. Drivers use the Audiovox CMT-500 cellular telephone with the small, wired microphone, model HF-50.

The mike clips to the car's sun visor, steering wheel or the driver's clothing. The user positions the microphone anywhere it may be used comfortably. Suggested retail price is \$199.95.

Audiovox Corp., 150 Marcus Blvd., M. Hauppauge, NY 11788.



Technico printer/calculator

A DRALLA PUBLICATION

FEBRUARY 1986

Marine Engineering

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1986

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100 pages

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Merchandising

A ORALLA PUBLICATION

FEBRUARY 1986

Home and Auto Electronics • Housewares • Major Appliances

THE NATIONAL MAGAZINE FOR HARDGOODS RETAILERS, WHOLESALERS AND DISTRIBUTORS

ELECTRONICS

Dealers greet price hikes with cheers and jeers

By Cheryl Proval, editor

LAS VEGAS—Sometimes they had to look beyond a veneer of added features to find the price increases, but retailers met the promised hikes of 3%-15% in video and audio (see page 16 for summation) with mixed emotions, as they shopped the Winter Consumer Electronics Show.

On the one hand, dealers wel-

comed the prospect of better margins. But small- and medium-size retailers in competitive markets worried that they would be driven further behind the eight ball on the issue of profitability.

With inventories low, retailers circled the show floor attempting to restock as well as reshuffle their commitments to suppliers. Everyone sought the elusive low-end, name brand, leader VCRs, a category that all but disappeared as 1985 came to a close.

In situations where the retailer felt he could not pass a manufacturer's price increases onto the consumer, that dealer often asked for more co-op dealer advertising, extended terms, better pricing on smaller quantities, more promo-

continued on page 16

HOUSEWARES

Do disposables pose new threat to retailers?

By Nancy Markov, field editor

CHICAGO—Already up against a lot of competition, microwave cookware dealers could find the going getting even tougher. New product entries in the "disposable" category give outlets such as supermarkets and drug chains a good reason to enter this business.

Disposables are becoming a strong category as today's average consumer spends less on cookware, and microwave oven prices drop—many to \$100.

Microwave usage outside the home is also growing, increasing the demand for disposables. This type of cookware makes sense for college students and office workers.

Are suppliers afraid that the sales of low-end sku's could cut into their traditional microwave cookware business? Not right now. They insist that repeat sales of the disposable-type products will create additional volume. The product is perfect, they say, for the recipe made only

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APPLIANCES

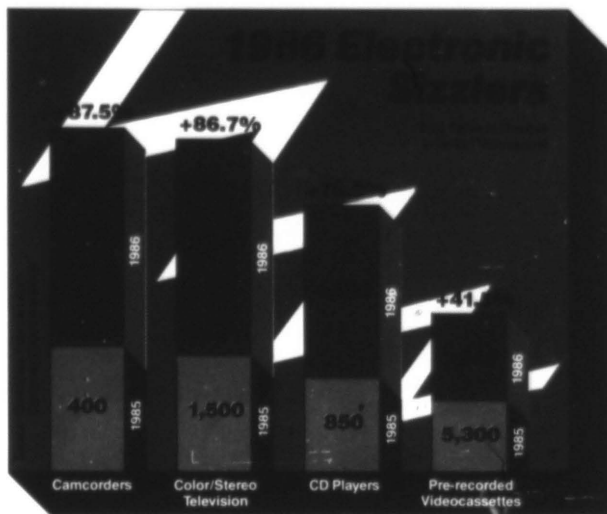
Price, practicality and brands move suburbanites to buy majaps

By Nancy Markov, field editor

HIGHLAND PARK, IL—What's important to a major appliance consumer? Price, brands and the freedom to "shop" without a salesman at her elbow—until she's ready for one.

She doesn't read ads. But brand name is demanded. So is a strong store reputation—in case something goes wrong. She sometimes checks warranties but thinks service contracts are a waste of money.

Recently, *Merchandising* met with five consumers from the suburbs of Chicago. At a time when there is much talk of today's consumer trading up, their answers were, in some cases, surprising.



1986's BIGGEST GROWTH categories are expected to be led by camcorders, with sales to dealers jumping 87.5 percent to 750,000 units this year. Also look for more activity in color/stereo television, with projected sales to dealers at 2,800,000, representing an 86.7 percent jump. CD players and pre-recorded videocassettes will also be hot properties.

Video software section
Kidvid pricing down
Video buying tips

see page 21

OPERATIONS

Insurance outlook darkens due to intro of two new commercial formats

By Nancy Lang, operations editor

NEW YORK CITY—As premiums skyrocket and coverage gets harder to find, the insurance industry has imposed two drastic changes which could make the situation even worse.

The first change could result in coverage gaps if an insured changes companies. The second change could leave the insured with no coverage at all if he exhausts his limits before the end of the policy period. In both cases, the retailer is the loser.

The new commercial general liability (CGL) formats, which went into effect January 1 in 14 states, represent the insurance industry's efforts to recoup record-breaking

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CES

Congress won't act on proposed audio royalty tax, according to panel of congressmen. For WCES coverage, turn to pages 15 to 20.



The consumers, all Chicago area residents, were women who had been married an average of 25 years, with three to five children. Participants included Nuna Rossi, Ellie Pagano, Mary Schager, Rae Fritz and Millie DeCroocq.

Merch: What would you do if one of your appliances broke down? Would you shop several stores before purchasing a new one?

ROSSI: "My dryer broke last week. I wanted to replace it with exactly what I had—a Maytag. I had a Maytag for 25 years and it never broke. I could have had it repaired but the job would have cost over \$150 and it really wasn't worth it to put so much money into an old appliance."

"But I didn't want to pay full price. So I went to V.J. Killian Plumbing Co. and told them that I wanted to buy a dryer. But I asked why I should pay full price when I could go to Polk Brothers and get a discount. I got the discount from Killian and by 3 p.m. that afternoon I had a new dryer."

"Killian didn't discount the price too much, but he made me happy that I didn't pay full price. I have done business with his store for 18 years."

PAGANO: "If one of my appliances broke down, I would first

continued on page 32

Personal Electronics

Dealers are bearish on hardware, bullish on software

By Brad Berton, field editor

LAS VEGAS—Citing shaky demand, high prices and mistrust of manufacturers, electronics retailers at the Winter Consumer Electronics Show expressed little enthusiasm toward the home computer market.

But their outlook for software and peripherals was much brighter. Educational programs for kids are doing particularly well, and flashy color monitors are proving quite saleable.

One supplier urged reluctant non-specialty retailers to think about renting out a corner of their store to a computer hardware dealer in order to capture a corner of the software and peripherals market.

However, overall evidence collected at the CES suggested that suppliers will have a tough time wooing non-specialty retailers back to computers.

Geoff Miller, who sells hardware and software in his Union Grove Music outlets in the Silicon Valley area, said, "The home market is either saturated or on hold. The K-marts in my area sent all their hardware back (to manufacturers) and closed out their software."

While he had a record Christmas season in hybrids and drum machines, he doesn't think he could prosper selling PC's at this time. "I was about to enter the PC market before (president Sam) Tramiel's defection to Atari—when the Commodore 64 was down to \$399. But



BIG RESURGENCE in demand is needed to bring Roger Companion, president, Companion Sales Service, back to computers.

it's hard for retailers to enter the market because it takes a large financial commitment and you get locked into systems."

Rick Lehr, president of DuWayne Industries in Livermore, CA—a hardware and software retailer—said manufacturers must change their service commitment and pricing structure in order to "regain the trust of small dealers who are struggling."

Rather than dealing directly with Commodore, he and other dealers buy the 64 from mass merchandisers—Gemco, Toys-R-Us, Best—and even use them as service organizations.

"If you deal direct, you pay \$139 plus freight from Pennsylvania," Lehr said. "You can buy it for \$139.95 from a mass merchandiser, or through a distributor for \$146.



SUPPLIERS MUST change pricing structure to regain trust of small dealers, said Rick Lehr, president, DuWayne Industries.

"It's a big mistake for manufacturers to be removed from their dealers. They'll see you and talk to you if you're making money, but if your business is less than \$1/2 million annually, you're seen as a hassle, not an asset."

Lehr said superior service is what allows such small retailers to compete—although not with noteworthy success—with merchants in the home computer hardware market. He added that the Commodore 128 was his top selling machine during the Christmas season.

David Najar, president of F&D Electronics in Las Vegas—which has discontinued computer retailing—said mistrust of manufacturers has reached the point that "many retailers wouldn't get back into home computers if they got the

product for nothing."

Najar said computer firms should take lessons from "reputable" technology firms—like Kodak and Polaroid—who don't grant special pricing and favors to mass merchants.

Not enough demand

And electronics retailers who haven't sold home computer systems don't see the demand justifying the necessary commitment. Typical were the comments of Roger Companion, president of Companion's Sales Service chain in New England.

"The current demand for home computers is tiny and very specialized," he said. "We don't have the necessary expertise or time to devote to the market. Selling is just one phase—then there's all the service and customer education."

Asked what might convince him to sell computers, Companion said it would take "a fantastic resurgence in consumer demand. We might then put someone in a corner of the store—someone who'd specialize and just sell computers—but only if we're convinced it's worth devoting the time and space."

Many electronics retailers said they simply would never consider entering the market. Representative of these is the explanation of

continued on page 13

Broader base will boost sales of TADs to 4.4 million in '86

by Maureen Haefner, assoc. ed.

LAS VEGAS—Enhanced basics and \$100 cordless phones will undoubtedly become the bywords of phone dealers in '86, but sales of telephone answering devices (TADs) will experience the year's most dramatic increase, according to some suppliers interviewed at the Consumer Electronics Show in Las Vegas.

Plagued by hang ups in their early years, TADs appear to be edging into the second half of the 80s as the social secretaries of the future. Consumers in the Sun Belt and on the avant garde West Coast comprise the bulk of the current market, but big opportunities lie among both single households and dual income households.

Meanwhile, lower prices and a broadening user base both indicate that 1986 will be a good year for

enhanced basics, and cordless units, as well. The entire market should grow to 26.5 million units sold in '86, compared to 26.0 million sold to dealers in all of '85, according to the Electronic Industries Association/Consumer Electronics Group.

TADs should see their greatest activity at price points of between \$100 and \$120, with unit sales expected to be 4.4 million. Sales should continue strongest on both coasts.

A number of factors are combining to make the TAD category the most promising for '86. Machines are smaller and more cosmetically attractive and price points have reached that magic \$100 mark.

In addition, consumers seem to have accepted the machines. "People don't hang up on answering machines anymore," said Viston

Smith, director of marketing, Phone-Mate. "Now if no one answers, they get upset. Answering machines have become the new social secretaries of the home. Traditionally, there was a mom home all day to take messages. Now it's technology instead of a living person that's there."

The majority of consumers are from single households or a household where both the male and female are employed, said John Ehrisman, general marketing manager of Cobra. "There's also a big demand in socially active households where the kids are in and out."

GTE's Levine offered a slightly different insight. "The people using TADs are the people who have always been interested in advanced electronics. California is leading the way, as is the rest of the Sun Belt."

Levine also suggested that the TAD market is extremely brand-name driven and that retailers should be aware of how particular models sell in their market. The newer micros may not be suitable

for all sections of the country since they are generally more high end.

Who will buy?

The largest chunk of phone sales in the coming year can be expected in the basics category, with enhanced basics catching on fast. In fact, the line between basics and feature phones has become blurred as some features, such as last number redial, become almost standard on many vendors' offerings.

But the public does appear more ready this year to consider purchasing full-blown feature phones. Marty Levine, GTE's director of sales, predicted a 17 percent growth. "Feature phones used to be bought only by high-end buyers," he said. "Now they're more accepted by the general public."

James Owen, president of Code-A-Phone, called the surge of consumer acceptance of the category "dramatic," and estimated that 25 percent of all phones sold this year will belong to the feature category. "Most popular price points in the

continued on page 14

PERSONAL ELECTRONICS

Software and peripherals command retailer interest

continued from page 12

ferred by Don Ravanelli, a buyer for Western Alco of San Jose.

"We carry a full line of white and brown goods, but we've never considered going into computers. It's a whole different ball game requiring a highly specialized type of salesperson—and it also would take a substantial financial commitment."

Software looks good

In the software arena, some retailers showed a bit more optimism about the home market's future. Dorian Keiser, vice president of Independent Distributor—a Las Vegas software retailer—said he's "surprised at the growing interest in educational software for kids. It seems that once people see what new programs can do, they'll buy if they can."

"There seems to be a large variety of programs available—and a variety are selling well," he said. Keiser added that in addition to educational software, graphics programs for making cards and letters are moving.

DuWayne Industries' Lehr said he sold "lots of word processing and self-improvement software over Christmas," but he hasn't seen many new programs, as producers "haven't nailed down the piracy problem."

But Najar of F&D Electronics again cited retailing problems stemming from the manufacturers. "They've become developers, manufacturers, distributors and retailers all at once," he complained. He said developers buy "expensive" ads in specialty magazines, and provide toll-free numbers "trying to recoup the cost of the ad as quickly as possible."

Najar—like other retailers—is more optimistic about the peripherals market. He said the home user's first expansion is usually a printer. "People are also showing more interest in color monitors, and kids love to play with modems and run up dad's phone bill," he said.

Keiser of Independent Distributor is experiencing an increase in printer sales, and is impressed by the success of the Epson models. "If they're compatible with IBM they can be pretty successful," he reported. Keiser added that most of the monitors he now sells are color models "which make graphics more interesting, especially for highlighting educational programs."

"And more people are now interested in modems, especially if they operate a business. It's a great advantage, particularly for people who play the stock market."

Union Grove's Miller said he's "surprised modems haven't done as well as many people expected, but you need something at the other

end that will help the user."

"Manufacturers are 'always improving accessories, but sales, of course, will depend on hardware success," he commented.

After purchasing the new high-powered PCs, said DuWayne Industries' Lehr, "people are upgrading with monitors and printers, but modems don't seem to be doing any better than before the

new hardware came out."

Hattori Seiko's peripherals division president, Frank Gilabert, also suggested that retailers follow Macy's and Bamberger's lead by renting space out to a hardware group. "For the retailer, the margins will obviously be lower, but they can sell related items. There's a lot of profit to be made selling peripherals, accessories and software."


Asked what it would take to revise the consumer market, retailers referred to one factor in particular: price. But better salesmanship and software can also play a

role, according to dealers.

Lehr said the consumer is "so trained to respond to price, it will take something really special—such as universally acceptable software—to revive the market at current price levels."

Miller agreed that "price will always be a big factor, and the ST will do well because it's fast, it looks great, and it's cheap. Commodore's success was also based on affordability."

"There are so many changes taking place among the large manufacturers, it is hard to predict what will happen in '86," Lehr added.



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PERSONAL ELECTRONICS

Sun Belt leads cordless sales; awareness in Midwest is rising

continued from page 12

home category will be \$50 to \$100. Prices won't drop much below \$50.

"Many of the feature phones are being bought as gifts," said Bob Giordano, manager of telephone marketing for GE. "Prices have moved down to where sales increased dramatically. And the lower the price, the more phones are sold."

Along with the dropping prices comes a shift in geographic locations. "Everything was coastal for a while," said Peter Stella, vice president, marketing and sales, TeleConcepts. "Now the market is moving toward the center of the country. Sales are weakest in the Southeast and South Central states, where sales of basic units are strongest."

Suppliers are also predicting a comeback for the cordless category. Consumers are over their disenchantment with cordless telephones, said Roy Mulhall, corporate vice president of Uniden.

Since the shakeout, no one is left but the best vendors. Market projections for 1986 are 3.5 to 4.5 million units, and that's conservative.

One hundred dollars will be the most popular price point, vendors

predicted. And at this price, the market could see a 10 percent increase this year for an estimated \$450 million in business, said Nancy Colon, marketing manager for Sony.

"The user base has broadened, although in the geographically warmer sections of the country, sales are stronger," she said. "In the Midwest people are more intimidated by the technology and the category suffers there from a lack of information. We need to alleviate that section's fears that someone will charge calls to Brazil to their numbers, as well as their concerns regarding noise and interference."

The typical cordless customer can be either male or female, in the age group of 21 to 60, who wants portability and earns more than \$25,000 a year, said Charles Sweeney, president of Webcor. "Pricing will come down substantially, although margins will be maintained, because of improved manufacturing abilities."

Retailers can expect margins of 25 percent to 28 percent for cordless, he said. Promotional margins will be on the order of 15 percent to 20 percent.

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PRODUCTS

Okimate 10 offers over 40 shades

MT. LAUREL, NJ—Capable of producing charts, graphs and illustrations in over 40 color shades as well as performing word processing duties, the Okimate 10 Color Printer from Okidata is available to Atari and Commodore computer users.

The Okimate 10 utilizes what its makers call the theory of ribbon transfer to eliminate the need for thermal printing paper. The Okimate 10 can print on most types of paper as well as acetate, allowing for instant transparencies. A cartridge style ribbon also simplifies the tasks of changing ribbons.

Included with the Okimate 10 are kits that explain the printer's various function capabilities. The suggested retail price for this dot matrix printer is \$208.



The Okimate 10 Color Printer

Okidata, 532 Fellowship Rd., M, Mt. Laurel, NJ 08054.

Volks Mini plugs into telephone jack

VAN NUYS, CA—The Volks Mini from Anchor Automation provides either 300 or 1200 bps data transmission capabilities for any computer or terminal with a standard serial communications port and a nearby telephone. No AC outlet is needed.

The manual dial, manual or auto-answer Volks Mini plugs into the back of a terminal or computer and connects with a telephone jack to a nearby telephone.

Answer and originate modes are activated using a touch tone telephone keyboard. The suggested retail price of \$199 includes a two-year, end user warranty.

Anchor Automation, Inc. 6913 Valjean Ave., M, Van Nuys, CA 91406.



Anchor Automation's Volks Mini

NEC adds battery, requires no tools



The NEC S-1001 Cellular Tester

HAWTHORNE, CA—NEC has added an eight hour battery to its T-7000 series of cellular phones and developed a cellular phone tester.

The new battery pack provides approximately eight hours of use per charge and is compatible with all existing NEC portable cellular phones. Weighing 4½ lbs., the eight hour battery pack requires no tools or modification for installation.

NEC has also introduced the S-1001, a cellular phone tester capable of performing the tests required to manually align NEC

cellular phones as well as several of the analytical tests needed to make board repairs.

The S-1001 consists of an NEC PC-8201A personal computer, an interface adapter and connecting cable and works with all NEC mobile and portable phones and most 800MHz station monitors.

The S-1001 allows technicians to read NAM data without removing the NAM from the telephone. The phone tester is compatible with mobile and portable cellular units which utilize 36 pin AMP connectors and will perform many of the 43-AMP test sequences for nonNEC cellular phones. It comes with an optional AC adapter.

NEC will soon be offering software kits for the S-1001 that will allow for the upgrading of the unit's memory.

NEC America, Inc., 4910 W. Rosenkrans Ave., M, Hawthorne, CA 90250.

CES

from the convention floor

No action is expected to be taken by Congress in 1986 on the audio royalty tax proposals currently before both the House and Senate, according to Rep. Lawrence J. Smith (D-Fl.), the proposal's leading opponent in the House. Smith and a panel of colleagues addressed the subject at a Winter Consumer Electronics Workshop sponsored by the Electronics Industries Association. The legislation would impose a stiff royalty on high grade blank tape and recorders. And the \$800 million projected revenue would be distributed to recording artists, movie studios and other owners of "intellectual property" whose copyrights are alleged to be violated by the copying of music and film off the air.

Since the legislation would impose the fee on the recording devices rather than the works being copied, the legislation represents a distinct departure from historical methods of protecting copyrighted works and ideas.

"I don't think this issue will be addressed this year," Rep. Smith told *Merchandising* following the discussion. Explaining that the prime proponents of the legislation—the recording and film industries—were experiencing flush economic times, Smith said the pressure is off for action on the bill. "If there is a significant change, then there will be pressure to do something. But the economics of the argument are not as available as they were a few years ago (when the bills were introduced)."

Concerned retailers should contact the Audio Recording Rights Coalition, P.O. Box 33705, Washington, D.C. 20033.



People buy phones that look like bananas? Yes, indeed, said Stan Reiff, vice president of marketing for TeleMania, a novelty phone vendor. "These aren't phones, they're gift items, and should be merchandised that way, outside the regular phone department." Reiff reported that channels of distribution are broadening this year, with his novelty phones to be sold through supermarkets and drug chains as well as through gift, department and discount stores.

Cobra and GTE have announced consumer rebate programs for the first half. Cobra is running a \$20 rebate program on its flagship cordless phone, the CP-460, beginning Feb. 1 and ending June 30.

GTE's rebate program will run through the same period and offers consumers savings from \$2 to \$8 on nine GTE phones.

The \$8 is offered on the GTE Sweet Talk and Linear desk and wall phones; \$5 is the savings scheduled on the Ultrastar and Ultraline 300 models; a savings of \$3 will be offered on the Ultrastyle 300, Ultrastyle 200, Ultraline 200 and Sigma 300 models, and \$2 rebates will accompany the Sigma 200 and both the dialpulse and tone calling Sigma 100 model.

This year will be extremely competitive for phones, according to Ray Gates, president of Panasonic in his speech at the telephones issues and answers conference at the CES.

One reason for the increased competition will be the entrance of major new players in the market, which Gates called good for retailers, not so good for vendors. As of Jan. 1, the Bell operating companies technically can begin manufacturing their own phones again.

Sharp has developed the first VCR with a removable programmer, which looks like a remote unit and can be programmed from anywhere in the home. The VCR, which has 110-channel cable and 14-day/five-event programmability, will ship in August at a suggested list price of \$899. NEC's prototype for high-definition TV is 40 in. and has 1000 lines of horizontal resolution. However, NEC expects that HD broadcasting will not happen until approximately 1990. Sony has combined a 25-in. TV with an eight-mm VCR. The VCR is on the bottom of the set and looks like it is part of the TV. The unit will retail for \$220 when it comes out this summer. Family members can watch programs on different TV's using one VCR with Rabbit Systems' new device. The basic Rabbit costs \$49.95, and a wireless remote-compatible version costs \$79.95. Video Dynamics launched the first electronic head cleaner—it beeps when the job is done. The unit lasts for 25 to 30 cleanings and retails for \$24.95. Saft America introduced a new line of rechargeable replacement cartridges for portable VCR's. Compatible brands are Hitachi, Zenith, JVC, Panasonic and RCA, and retails are \$49.95 and \$59.95. Quasar debuted a "marble look" version of its Fashion Accents 10-in. TV. The unit comes in gray. Consumers can access audio and video components from any room in the home with the Luxman remote control. For example, the user can use it to turn on audio components in the den and listen to them on speakers in his bedroom.

Sony, which considers itself a pacesetter in software as well as hardware, introduced at the Winter CES 29 home video titles in the 8-mm format. Orders on the 17 music and 12 children Video 8 programs "are exceeding expectations," reported Sony Video Software Company president John O'Donnell. "We thought we'd sign three or four distributors for the line and we got seven."

He acknowledged the hardware base is still limited. "It's about three years away from becoming as big as the current half-inch market," O'Donnell said. "Nevertheless, it's important to offer retailers the opportunity to sell consumers prerecorded programming to go with their 8-mm camera and recorder system."

CES shoppers face the tough questions

Quantities, price points and new product categories were the most perplexing issues facing buyers at the Winter Consumer Electronics Show, as they wore down their heels pacing the aisles. When *Merchandising* asked dealers, "What is the most difficult buying decision you are facing this year," this is what they told us:



Rooney Davis, The Federated Group, Los Angeles, CA: Whether we ought to buy a lot of the A/V systems; we don't know what quantities to buy. If people want certain features, you might not have them in a system.

James Holman, Video Plus, Brea, CA: Whether to replace an existing in-house video rental control system with one from an outside company. We've had ours for two years, and we may want to see if another one will have more features and more speed.



Susan Gleason, J&S Custom Computer Service, Simi Valley, CA: Whether to pick up Taiwanese-made computers and computer peripherals. I don't know if we should compete at the low end.

Mike and Susan Dier, Auto Audio, Oceanside, CA: We are just deciding to add cellular phones and security, but it's very difficult with cellular because you have a lot of different lines and you have to go through the phone company. Prices are going all over the place—not necessarily the manufacturers' but the retail prices because of the incentives from Pactel.

Merchandising VIDEO SOFTWARE

Nine tips for buying video

LAS VEGAS—Purchasing titles for the successful sale and rental of pre-recorded video requires a combination of intuition, system and luck. The following tips were culled from a CES panel discussion featuring Jim Kartes, Kartes Video; Steve Savage, New Video; Allan Caplan, Applause Video; Marty Jorgensen, Commtron Corp.; Jack Kanne, Paramount Studios; and Matthew White, Video Times.

1. **Involve the front lines in buying.** Do not leave the buying to a behind-the-scenes management person who spends little time on the floor of the store. Savage uses a buying committee consisting of store managers or assistant managers for his four-store operation.

2. **Invest in new titles.** Caplan spends 33% of his annualized rental revenues on new titles.

3. **Negotiate for extended payment terms.** Available are 90-, 60-, and 30-day terms.

4. **Know your customers.** Do they play golf, do they work out at a health club? Find out everything about them and store it in your filing system.

5. **Go show biz.** Read *Variety* and other show business publications to help you distinguish between the hits and the hype. Refer to *Merchandising's* Top 50.)

6. **Negotiate for returns on sale product.** If you convince your supplier that you are serious about video sales, that supplier will probably provide you with liberal return privileges.

7. **Mark all rental titles with suggested retail prices.** That is a good way to let your customers know you are in the selling business.

8. **Drama is tricky.** Caplan's best selling categories are kidvid, comedy and action/adventure, in that order.

9. **Merchandise your sale offerings.** Savage bought a quantity of "Gone With the Wind" and put it all into a display. It was his best-selling tape.

Kidvid pricing plummets as suppliers push sales

By Debbie Rosenblum, contrib. ed.

ENCINO, CA—Ready? On your mark. Get set. Retailers clamoring for lower prices on children's product are finally getting their way. In attempts to address sell-through of kidvid, several suppliers have permanently reduced prices on titles and others are poised to release new programs at price points as low as \$9.95.

Reason for the turnaround? Suppliers recognize the fact that the genre simply won't grow unless pricing comes down. Consumers have clearly demonstrated time and time again that they will slap down the cash only when it's more economical to buy rather than rent.

However, dealers report, these low-priced tapes must be top-caliber programs that children will view repeatedly. A rock-bottom price alone does not translate into increased sales (see sidebar, page 23).

Kidvid, which currently comprises about 10 percent of the prerecorded video business, has unquestionably proven itself to be the most viable of the special interest categories. "If ever there was a market that's going to change quicker sales vs. rental, it will be children's programming," said Allen Ostroff, vice president, marketing and sales, Media Home Entertainment.

"But the market just won't hold up to a \$29.95 or a \$39.95 price tag. It's got to be lower so people will buy," he observed. "When a program retails for \$15, a parent will buy the tape rather than go back to the video store and rent it several times."

The lower prices are feasible mainly due to the shorter length of these programs. Almost all run approximately 30 minutes and therefore are less costly to duplicate than 60-minute or longer tapes.

"Consumers have shown that they're not as concerned with the length as they are with price," noted Barry Collier, president, Prism Home Entertainment. "They want good quality at a low price. And we're going to give them both."

Prism demonstrated that policy last month at the winter CES when the company unveiled a new line

priced to sell. Tagged the Video Collection, it consists of 30 titles in five different genres, one of which is kidvid.

Each title in Prism's Children's Playground has been priced at \$14.95 or lower. All are half-hour animated versions of classic children's tales—Alice in Wonderland, Arabian Nights, Cinderella, Tom Sawyer, Snow White and Sleeping Beauty. "They were produced originally for network television by Rankin and Bass," Collier reported.

In addition, Prism is examining its Marvel Comics library. Currently, each title runs 60 minutes and retails for \$19.95. "We have the capabilities to reduce the price on Marvel and reduce the time length. We'll be looking at that in 1986 as well," Collier said.

Disney joins in

Last month, Disney also jumped into the 30-minute tape arena with the debut of five original videos. "We received a broad amount of support from the retail community to bring out quality product at lower price points," said Ben Tenn, vice president, retail products.

At a suggested retail of \$14.95
continued on page 23



CONSUMERS DEMAND known personalities and programs when slapping down cash for kidvid programming, video store operators say.

Unique computer features yield systems to fit each store's needs

By Debbie Rosenblum, contrib. ed.

ENCINO, CA—Into the chaos of video rental operations came computerization, bringing the beleaguered dealer space age assistance in tracking inventory, maintaining customer files and taking reservations.

But while most hardware/software systems offer the above capabilities, many are set apart by unique features that automatically dial customers to remind them of overdue tapes or systematically depreciate tapes for tax purposes.

One system with a customer terminal allows the dealer to track inquiries as well as actual rentals to determine true demand for a given title. Another supplies a 2,700-title

"library" of video statistics, freeing the dealer from the time-consuming task of entering the information into his database.

In a word, there's a system for every need. In an effort to assist dealers in making a tough choice, *Merchandising* interviewed several computer system suppliers to determine those distinguishing features.

"Most all of us have the same features in terms of inventory control and customer information," observed Stan Sugimoto, vice president, Unique Business Systems. "But beyond the basics, we may be worlds apart."

Unique has developed a system
continued on page 22

Prerecorded video suppliers plot mass market entry...page 25

Computer systems benefit both dealers and customers

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called VideoTrace, which includes both hardware and software. Among the latest advancements is a touch-screen terminal that allows customers to review the store's catalog, find out if the tape they want is in stock and available for rent and make a reservation. "It's a workstation, totally designed for the customer," Sugimoto remarked.

But it also supplies the store owner with a major benefit. "It tracks inquiries about a given movie. So the retailer knows how much interest there is in specific titles. Therefore, he knows what to inventory," Sugimoto said.

VideoTrace also includes a cordless barcode wand which can store over 1,000 tape identification numbers. This enables the dealer

"to do a very fast physical inventory of his store," Sugimoto said.

"One of the major problems with a paper system is these guys are so busy that they very rarely have time to see what's in the store and figure out their losses. With the cordless barcode, that problem is alleviated."

He continued, "Once all the data is downloaded into the computer, the system does all the comparing work for you. Then it prints out a list of titles that are missing. It'll also tell you whether the customer never returned the tape or it was stolen."

Another of VideoTrace's time-

saving features is its Watson board, which automatically dials and re-dials customers and plays a pre-recorded message reminding them of overdue or reserved tapes. "This frees your clerks from sitting on the phone," Sugimoto commented. The retailer can set it up for whatever time of day he feels it's best to reach customers.

Simplifies data entry

Streamlined Information Systems offer retailers a software package dubbed Video Shop Software. It comes with an option called the library which greatly simplifies data entry when going on line or adding new titles.

"Let's say you have a video store with 2,000 movies. The first thing you have to do before you can start using the system is get those movies into the computer. For each, you have to key in the title, its rating, its genre, who stars in it, its running time, the year it was made, etc. Well, that takes a lot of time," said Kevin Carmony, vice president of marketing.

The library, a video reference source with information on 2700 titles, reduces much of that work. "It's simple to add a movie," he explained. "You just type in Star Wars, for example. The computer says it doesn't have information on Star Wars. At that point, you tell it to check the library which contains 2,700 of the most popular titles. So chances are when you first go on line, 90 percent of your movies are in the library. The only things you need to input are the cost of the title and how much you want to charge for it."

Video Shop Software also keeps anniversary dates in the customer's file. "That date could be anything—their birthday, their wedding anniversary, the day they joined your club," Carmony noted. "So you have the information available to send the customer a card suggesting they come in and get a video on this special occasion."

M.V. Software Co. markets a software/hardware package which can handle up to 19 terminals and printers. Because the system has 100 megabytes of disk storage, it can keep a detailed history of all rentals for months, a capability that also enables the store owner to investigate suspicions regarding an employee fraud.

"If I think I have a problem with an employee, the system will tell me who rented a film out, who checked it back in, how much they charged, etc.," said president Joseph Wolpe. "I can go back through all the records until I find a common denominator."

Backing up the system is easy as well. "Almost all personal computers have 10 megabytes," he noted. "However, the floppy disk with which you're supposed to back it up holds only 1/2 megabyte of data. So it's going to take 20 floppies at 20 minutes per floppy every day to back up your system. And

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MERCHANDISING

FEBRU

Do you need a computer?

By Debbie Rosenblum,
contributing editor

ENCINO, CA—When does it become viable for a video software dealer to computerize his operation? The answer is simple: when the need arises.

"There's a limit to what you can keep track of manually," noted Tom Walters, president of TKA Systems, Inc.

"That is precisely why people computerize. They reach a point where their efficiency and effectiveness are lost. It is then that they throw up their hands and acknowledge that paper doesn't work anymore."

Once the big decision has been made, the retailer must prepare himself for the onerous task of finding a system appropriate for his operation.

Computer system suppliers recommend the following:

- First and foremost, the dealer has to decide what he wants the system to do. "Determine your needs. Then look for the solution that most closely matches those requirements," said Kevin Carmony, vice president marketing, Streamlined Information Systems.

- Of utmost importance is speed. "If the system takes a minute to process the invoice, you're dead. You might as well process transactions by hand," commented Joseph Wolpe, president of M.V. Software.

- The dealer also needs to check out whether the supplier offers updates on the program. "Does the company modify the system to meet changes in the video industry? If not, don't buy," advises Stan Sugimoto, vice president, Unique Business Systems.

- Support and service are other factors to consider. "You must have local support," Wolpe stressed. "Once you automate, you are totally dependent on the computer. So if there's a problem, you have to be able to get immediate assistance."

- Before making the purchase, check out the system supplier. "Get references," Sugimoto stated. "It's imperative you find out background and the satisfaction level from a user's point of view."

- Lastly, don't buy without actual hands-on experience. "A purchase on the basis of literature or a video presentation is foolish," McCabe said. "You need to personally operate and evaluate the system."

There are an awful lot of programs in the market from which dealers can choose. However, "90 percent of them are garbage. You've got to be careful," warned Carmony.

Suppliers offer low-priced kiddie tapes

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each, the Walt Disney Video-A-Longs are storytelling programs featuring favorite Disney characters. The first volumes are "Mickey's Discovery Series," "The Disney Classics" and "Winnie the Pooh."

Disney's Greatest Lullabies consist of bedtime songs from classic Disney films. Two volumes were released in January at a suggested retail of \$19.95 each.

Western Publishing, which shipped in excess of two million units of its Golden Book Videos in 1985, plans to expand the line in the coming months. "The format will be the same. We'll package three or four stories together on a half-hour tape at \$9.95 suggested retail," said Nick Clementi, marketing manager, new products.

Continental Video will also add to its Cinema Kid line half-hour programs at \$9.95. "We have a whole library of children's product that we can put out at that price and that's what we intend to do," said president Jim Silverman.

Stepping up offerings

International Video Entertainment is another company which is stepping up its low-priced half-hour offerings in 1986. Its children's division kicked off the year with the introduction of Thundercats and Robotech each at \$14.95.

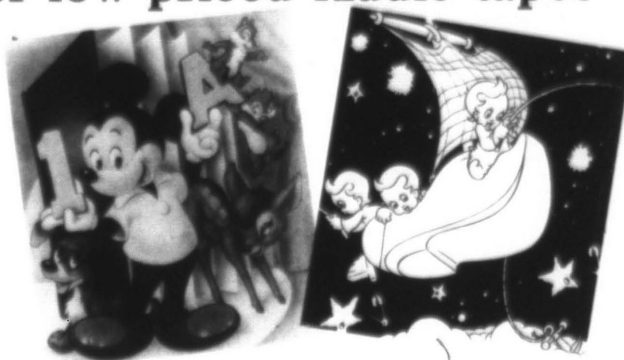
"Even with quality programming, there's a limit to which people will spend," said Wendy Moss, vice president, sales and marketing, Family Home Entertainment. "But a program at \$14.95 becomes an impulse item."

Karl-Lorimar Home Video, too, has an aggressive strategy outlined. It will continue with its two-tiered program for Kideo Video—\$19.95 44-minute tapes for video stores and \$14.95 22-minute versions for mass merchants and toy stores. Plus it will soon be adjusting prices on Scholastic-Lorimar titles. "We're in the process of bringing those products in line with Kideo Video," reported Jeff Jenest, vice president marketing.

Added Gary Hunter, the company's vice president, sales, "The typical consumer is unwilling to spend upwards of \$20 for children's programming. That's the primary reason price is coming down. Consumers are demanding it."

Paramount, which has 30 Star Trek television episodes and three half-hour animated holiday titles out at \$14.95 each, is "looking at a variety of price points that we consider proper for the children's market and are, obviously, targeted for sell through," said Eric Doctorow, vice president, sales and marketing.

Sony Video Software, which introduced "Honey" and "Around the World With Willie Fog" at \$19.95 each during its Video Toy Chest



DISNEY JUMPED ON the 30-minute bandwagon with the debut of five original videos last month, priced to sell at \$14.95 and \$19.95.

promotion, will not be raising the price tags. "We will continue to try to drive prices down," said marketing director Andrew Schafer.

In the first half of 1986, Warner "will be bringing out distinctive children's programming, some of which will be at very low price points," said Mike Finnegan, publicity and promotions manager.

New World Video, newcomer to the children's arena, will be setting "low" prices for "The Wombles." "Pricing is yet to be determined but we'll definitely be competitive in the marketplace," said president Paul Culberg.

Thorn EMI/HBO doesn't have plans right now to come out with programs under \$15 "but we're talking about experimenting with half-hour shows at \$19.95," said president Nicholas Santrizos.

Although lower prices stimulate sales, suppliers recognize other factors are just as important. "Prices alone are not going to bring success to the market," said Doctorow of Paramount. "Quality and the way in which the program is presented are also key."

Not all prerecorded video dealers are dropping their prices to meet the demands of the mass market.

"We haven't seen for ourselves a lot of sell-through," said Vivienne Infante, vice president, Video Gems. "Therefore the only income we make on rental is when we sell it to the dealers. We have to recoup our investment."

Video Gems' new "Animal Talk" title starring Anthony Newley is priced at \$29.95, but it is a figure that could drop if the demand is there.

Price points alone won't sell children's video, retailers say

ENCINO, CA—Now that kidvid pricing is falling into place, don't be seduced by the "price is right" line, advised retailers recently interviewed by *Merchandising*. In order to achieve kidvid sell through, quality programming is essential.

"Just because a title is low priced doesn't necessarily mean it's going to sell," said Bill Erickson, general manager of sales and service, Adventureland Video, Salt Lake City.

"If it's a good title," he continued, "then price definitely makes a difference in sale vs. rental. But we still don't feel like the price is where it should be in most cases for sell through. We would like to see more titles priced at \$9.95 to \$14.95."

"We find pricing makes a huge difference if it's quality programming," said Doug Clayton, vice president of Felice's Follies, Red Bank, NJ. "Take Disney. When (the studio) lowers the price we sell a lot more. People are willing to spend money on their kids. But if it's \$70, \$80, they balk even at classic films."

Allen Caplan, president of Applause Video, Omaha NE, also noted the importance of the programming itself. "Unless it has a recognized figure, it doesn't matter what price you put on the title. It just won't sell," he said. "People leave no-name product on the shelf."

But when it comes to known programs or characters, "if the title isn't priced to sell, it doesn't sell. At \$79.95, nothing sells," Caplan remarked. "At \$24.95, the Care Bears movie is doing great."

Larry Bigelow, general manager, Bigelow Video, Plymouth, MN, reiterated the same concern over price vs. programming. "Low prices alone don't create sales. If you dropped the price of Little Lulu to \$9.95, consumers still wouldn't buy it," he quipped.

"What I would like to see the manufacturers do is just leave price at the lower points instead of dropping them for a limited time," said Carol Pough, president, Video Cassettes Unlimited, Santa Ana, CA.

—DR

personal electronics, continued

K & K Merchandise Group, 10-27 45th Ave., Long Island City, NY 11101
 Martin, 1825A Durlin Ave., S. El Monte, CA 91733
 Miron Bradley Co., 443 Shaker Rd., East Longmeadow, MA 01028
 O W Inc., 1160 Menlo Pk., Cupertino, CA 95020
 Ritem Corp., P.O. Box 921, Fairfield, IL 62556
 Tiger Electronics Inc., 909 Orchard Mundelein, IL 60060
 Unison Products Corp., 1115 Broadway, New York, NY 10010

ELECTRONIC TYPEWRITERS

B-C Systems, 56 W. Wyoming Ave., Melrose, MA 02176
 Brother Mfg. Inc., 9715 Soreng Ave., Schiller Park, IL 60176
 Brother International Corp., Eight Corporate Pl., Piscataway, NJ 08854
 Canon U.S.A. Inc., Calculator Div., One Canon Plaza, Lake Success, NY 11047
 Docu/ Olivetti Corp., P.O. Box 660203, Dallas, TX 75266
 Juki Office Machine Corp., Consumer Products Div., 1261 Wiley Rd., Ste. B, Schaumburg, IL 60195
 Olympia USA Inc., P.O. Box 22, Somerville, NJ 08876
 Panasonic Consumer Electronics Group, One Panasonic Way, Secaucus, NJ 07094
 Royal Consumer Business Products, 500 Day Hill Rd., Windsor, CT 06095
 SCM Corp., 65 Locust Ave., New Canaan, CT 06840
 Silver Reed America Inc., 67 Holly Hill Ln., P.O. Box 1805, Greenwich, CT 06836
 Teal Industries Inc., 1741 Lomita Blvd., Lomita, CA 90717

CITIZENS BAND RADIOS

Antenna Incorporated, 26301 Richmond Rd., Cleveland, OH 44146
 Audiovox Corp., 150 Marcus Blvd., Hauppauge, NY 11727
 Cobra/Dynascan Corp., 6500 W. Cortland St., Chicago, IL 60634
 Electrovert Inc., Fuzz Buster & WeatherAlert, 4949 South 25th Ave., Tipp City, OH 45371
 Furukawa Inc., Ramon Antenna Div., 3351-A Twenty Blvd., P.O. Box 1326, South Gate, CA 90280
 Fox Marketing Inc., 4518 Taylorsville Rd., Dayton, OH 45424
 General Electric Consumer Electronics Products Operations, Electronics Park, Bldg. 5, Syracuse, NY 13221
 General Electric Consumer Electronics Prods., Portsmouth, VA 23705
 JCL LA Corporation, Japan Industries Co. Ltd., 17120 Edwards Rd., Cerritos, CA 90706
 Kyocera International Inc., 7 Powder Horn Dr., Warren, NJ 07060
 Midland International Corp., Consumer Products, 1690 N. Topping, Kansas City, MO 64120
 Speco Division, Components Specialties Inc., 1172 Rte. 109, Box 624, Lindenhurst, NY 11757

SCANNERS

Antenna Incorporated, 26301 Richmond Rd., Cleveland, OH 44146
 Electra Co. Div. Masco Corp., 300 E. County Line Rd., Cumberland, IN 46229
 Faxon-Courier Corp., 15300 San Fernando Mission Rd., Mission Hills, CA 91345
 Fox Marketing Inc., 4518 Taylorsville Rd., Dayton, OH 45424
 JCL LA Corporation, Japan Industries Co. Ltd., 17120 Edwards Rd., Cerritos, CA 90706
 Regency Electronics, 7707 Records St., Indianapolis, IN 46226

RADAR DETECTORS

Audiovox Corp., 150 Marcus Blvd., Hauppauge, NY 11727
 B.E.L. Tronics Ltd., 2025 W. Harry, Ste. 10, Wichita, KS 67213
 Contronics, Whistler 5, Liberty Way, Westford, MA 01886
 Cobra/Dynascan Corp., 6500 W. Cortland St., Chicago, IL 60634
 Electrovert Inc., Fuzz Buster & WeatherAlert, 4949 South 25th Ave., Tipp City, OH 45371
 Fox Marketing Inc., 4518 Taylorsville Rd., Dayton, OH 45424
 GUL Industries Corp., 23970 Craftsmen Rd., Cabotage, CA 91302
 Heart Marketing Inc., 314 S. Main, Englewood, OH 45322
 Regency Electronics, 7707 Records St., Indianapolis, IN 46226

QUARTZ WATCHES

an—Analog
 d—Digital
 Advance Watch Co. Ltd., 26400 W. Eight Mile Rd., Southfield, MI 48034 (an, d)
 Armstrong Corporation, 29-10 Thomson Ave., Long Island City, NY 11101 (an, d)
 Arrow Trading Co. Inc., 1115 Broadway, New York, NY 10010 (d)
 Astra Trading Corp., 175 Fifth Ave., New York, NY 10010 (d)
 Bitron USA Inc., 212 Fifth Ave., New York, NY 10010 (an, d)
 Casio Inc., 15 Gardner Rd., Fairfield, NJ 07006 (d)
 Comus Inc., 1739 4 Mile Rd., N.E. Grand Rapids, MI 49505 (d)
 Criterion Watch Co. Inc., 60-01 31st Ave., Woodside, NY 11377 (d)
 Enterprise Int'l. Corp., 3900 E. Whitehead St., Los Angeles, CA 90063 (d)
 Innovative Time Corp., 6054 Corte Del Cedro Blvd., Carlsbad, CA 92008 (an, d)
 Jordache, 1201 Broadway, New York, NY 10001 (d)
 K & K Merchandise Group, 10-27 45th Ave., Long Island City, NY 11101 (an, d)
 Lorus Prods., 70 Century Rd., Paramus, NY 07652 (d)
 Marcus Watch Corp., 1115 Broadway, New York, NY 10010 (d)
 Novus Electronics Corp., Sub. of Webcor Electronics Inc., 28 S. Terminal Dr., Plainville, NJ 08863 (an, d)
 Seiko Time Corp., 640 Fifth Ave., New York, NY 10019 (an, d)
 Times Corp., P.O. Box 2126, Waterbury, CT 06721 (an, d)
 Webcor Electronics Corp., 107 Charles Lindbergh Blvd., Garden City, NY 11530 (an, d)
 Western Watches Int'l. Inc., 448 S. Hill St., Los Angeles, CA 90013 (an, d)

ELECTRONICS FURNITURE

B-C Systems, 56 W. Wyoming Ave., Melrose, MA 02176
 Brefford Mfg. Inc., 9715 Soreng Ave., Schiller Park, IL 60176
 Bush Industries Inc., 312 Far Oak St., Little Valley, NY 14755
 Case Manufacturing Company, 2601 Greengate Dr., Greensboro, NC 27406
 Comprehensive Video Supply Corp., 148 Veterans Dr., Northvale, NJ 07647
 Constellation Furniture, 203 Kerth St., St. Joseph, MO 64505
 Craft Tech Industries, 7445 Meyer Rd., Fair Haven, MI 48023
 Denon America Inc., P.O. Box 1139, W. Caldwell, NJ 07006
 Foremost Furniture by Sauder Woodworking Co., 502 Middle St., Archbold, OH 43502

Fourier Accessory Furniture Inc., 7301 32nd Ave. N., Minneapolis, MN 55427
 Furniture Collectors International, 1A Colony Rd., Jersey City, NJ 07305
 Garber Industries Inc., Furniture Div., P.O. Box 600, St. Peters, MO 63376
 Gusdorf Corp., 11440 Lackland Rd., St. Louis, MO 63146
 International Marketing Services Inc., 220 Commerce Ave., Port Richey, FL 33568
 JVC Company of America, 41 Slater Dr., Elmwood Park, NJ 07407
 Loran Computer Furniture, 1129 S. Bridge St., Belding, MI 48809
 O'Sullivan Industries Inc., 19th & Gulf Sts., Lamar, MO 64759
 Powell Co., P.O. Box 1408, Culver City, CA 90232
 Quasar Co., 9401 W. Grand Ave., Franklin Park, IL 60131

PERSONAL COMPUTERS

PERSONAL COMPUTER HARDWARE

Amiga Computer Inc., 3350 Scott Blvd., Building #7, Santa Clara, CA 95051
 Apple Computer Inc., 20525 Mariani Ave., #18P, Cupertino, CA 95014
 Atari Inc., 1399 Moffett Park, Sunnyvale, CA 94086
 CIE Systems Inc., Distributed Systems Div., 2515 McCabe Way, Irvine, CA 92713
 Cassio Inc., 15 Gardner Rd., Fairfield, NJ 07006
 Gavilan Computer Corp., 240 Hacienda Ave., Campbell, CA 95008
 Hewlett Packard, 1000 N.E. Circle Blvd., Corvallis, OR 97330
 IBM Corp., P.O. Box 1328, Boca Raton, FL 33432
 Kaypro Corp., 533 Stevens Ave., Solana Beach, CA 92075
 Kyocera International Inc., 7 Powder Horn Dr., Warren, NJ 07060
 Microsci Corp., 1502 Brookhollow Rd., Santa Ana, CA 92705
 NEC Home Electronics (U.S.A.) Inc., 1401 W. Estes Ave., Elk Grove Village, IL 60007
 Olympia USA Inc., P.O. Box 22, Somerville, NJ 08876
 Panasonic Computer Div., One Panasonic Way, Secaucus, NJ 07094
 Royal Consumer Business Products, 500 Day Hill Rd., Windsor, CT 06095
 Samsung Electronics America Inc., 301 Mayhill St., Saddlebrook, NJ 07662
 Sanyo Business Systems Corp., 51 Joseph St., Moonachie, NJ 07074
 Sharp Electronics, 10 Sharp Plaza, Paramus, NJ 07652
 Spectravideo Inc., Bondwell Computers, 3300 Seldon Ct., Fremont, CA 94539
 Tatum Co. of America, 2850 El Presidio St., Long Beach, CA 90810
 Teal Industries Inc., 1741 Lomita Blvd., Lomita, CA 90717
 Teknika Electronics Corp., 353 Rt. 46 W., Fairfield, NJ 07470
 Telexes, 43334 Bryant St., Fremont, CA 94539
 Telexvideo Systems Inc., 1170 Morse Ave., Sunnyvale, CA 94086
 Texas Instruments Inc., P.O. Box 225012, M/S 84, Dallas, TX 75265
 Video Technology, 2633 Greenleaf Ave., Elk Grove Village, IL 60007
 Zenith Data Systems, 1000 Milwaukee Ave., Glenview, IL 60025

PERSONAL COMPUTER PERIPHERALS

cp—Cassette Players
 dc—Disk Drives
 gc—Game Controllers
 m—Monitors
 p—Printers
 tm—Telephone Modems
 o—Other
 AST Research Inc., 2121 Alton Ave., Irvine, CA 92714 (tm, o)
 The Allen Group, 27 W. 23rd St., New York, NY 10010 (o)
 Alphacom, 232 S. Bascom Ave., Campbell, CA 95008 (p)
 Amdek Corp., 2001 Lively Blvd., Elk Grove Village, IL 60007 (m, p)
 Anchor Automation Inc., 6913 Valjean Ave., Van Nuys, CA 91406 (tm)
 Androlab Inc., 550 Charcot Ave., San Jose, CA 95131
 Apple Computer Inc., 20525 Mariani Ave., #18P, Cupertino, CA 95014 (dd, gc, m, p, tm, o)
 Atari Inc., 1399 Moffett Park, Sunnyvale, CA 94086 (dd, gc)
 Aurora Impex Corp., Bldg. B, Hoies Dr., Kentworth, NJ 07033 (p)
 Auson Corp., 1014 Griswold Ave., San Fernando, CA 91340 (p)
 Aurora Inc., 1287 Lawrence Station Rd., Sunnyvale, CA 94089 (dd, o)
 B-C Systems, 59 W. Wyoming Ave., Melrose, MA 02176 (dd, m, p, tm)
 Carter Corp., 1916 11th St., Rockford, IL 61101 (gc, o)
 Chelco Sound Inc., Chelco Grp. of Cos., Chelco Building, Avenel, NJ 07001 (p)
 Coleco Industries Inc., 200 Fifth Ave., Room 1234, New York, NY 10010 (dd, gc, tm, o)
 Commodore Business Machines Inc., 1200 Wilson Dr., Westchester, PA 19380 (cp, dd, gc, m, p, tm, o)
 Comprehensive Video Supply Corp., 148 Veterans Dr., Northvale, NJ 07647 (dd, p)
 Ergo Systems, 23152 Verdugo Dr., Laguna Hills, CA 92653 (dd)
 Denon America Inc., P.O. Box 1139, W. Caldwell, NJ 07006 (dd)
 Duglio Systems Inc., A Xerox Co., P.O. Box 5030, Fremont, CA 94537 (p)
 Duglio Systems, Div. of Comtec, 53 John St., Cumberland, RI 02864 (p)
 Docu/ Olivetti Corp., P.O. Box 660203, Dallas, TX 75266 (p)
 Epson America Inc., Computer Prods. Div., 2780 Lomita Blvd., Torrance, CA 90505 (dd, m, p, tm)
 General Electric, 26254 End Landing Rd., Hayward, CA 94545 (dd, m, p, tm)
 Fidelity International Inc., 13900 N. 58th Ct., Miami, FL 33014 (p)
 Fortune Star Products Corp., 12 W. 23rd St., New York, NY 10010 (p)
 Gemini Industries Inc., 215 E. 12th Rd., P.O. Box 1115, Clifton, NJ 07014 (gc)
 General Electric Consumer Electronics Business Operations, Electronics Park, Bldg. 5, Syracuse, NY 13221 (cp, m, p, tm)
 General Electric Consumer Electronics Prods., Portsmouth, VA 23705 (p)
 Goldstar Electronics Int'l. Inc., 1050 Wall St., W. Lyndhurst, NJ 07071 (m)
 Hattori Corp. of America, 1330 W. Walnut Pkwy., Compton, CA 90220 (p)
 Hitachi Sales Corp. of America, 401 W. Artesia Blvd., Compton, CA 90220 (dd, m)
 Houston Instrument, 8500 Cameron Rd., Austin, TX 78753 (o)
 International Marketing Services Inc., 220 Commerce Ave., Port Richey, FL 33568 (p)
 C. Itoh Digital Products Inc., 19750 S. Vermont Ave., #220, Torrance, CA 90502 (p)
 Juki Office Machine Corp., Consumer Products Div., 1261 Wiley Rd., Ste. B, Schaumburg, IL 60195 (p)
 Kyocera International Inc., 7 Powder Horn Dr., Warren, NJ 07060 (tm)
 MPI, 4426 S. Century Dr., Elt 84123 (p)
 Mann Endless Cassette, Inc. Corp., P.O. Box 1347, San Francisco, CA 94101 (cp)
 Maxtron, 1825A Durlin Ave., S. El Monte, CA 91733 (cp, dd, o)
 Micro D. California Branch, 17406 Mt. Cliffwood Cir., Fountain Valley, CA 92708 (dd)
 Microsci Corp., 1502 Brookhollow Rd., Santa Ana, CA 92705 (cp, dd, m, p, tm, o)
 Minic Systems, 1112 Fort St., 6th Fl., Victoria, BC V8V 4V2, Canada (dd)
 NEC Home Electronics (U.S.A.) Inc., 1401 W. Estes Ave., Elk Grove Village, IL 60007 (cp, dd, gc, m, p)
 National System Aid Clipping Service, 8619 Manchester Rd., St. Louis, MO 63144 (p)
 Novation, Inc., 20409 Prairie St., Chatsworth, CA 91311 (tm)
 Okudata, 532 Fellowship Rd., Mt. Laurel, NJ 08054 (p)

Olympia USA Inc., P.O. Box 22, Somerville, NJ 08876 (p)
 Panasonic Computer Div., One Panasonic Way, Secaucus, NJ 07094 (p)
 Quasar Co., 9401 W. Grand Ave., Franklin Park, IL 60131 (m)
 RCA Microcomputer Products, New Holland Ave., Lancaster, PA 17604 (m, tm, o)
 RKO Tape Corp., 3 Fairfield Crescent, W. Caldwell, NJ 07006 (o)
 RKO Industries Inc., 4865 Scotts Valley Dr., Scotts Valley, CA 95066 (m)
 Royal Consumer Business Products, 500 Day Hill Rd., Windsor, CT 06095 (p)
 SCM Corp., 65 Locust Ave., New Canaan, CT 06840 (p)
 STB Systems Inc., 601 N. Glenview, Richardson, TX 75081 (o)
 Sampo Corp. of America, 1050 Arthur Ave., Elk Grove, IL 60007 (p)
 Samsung Electronics America Inc., 301 Mayhill St., Saddlebrook, NJ 07662 (m)
 Sanyo Business Systems Corp., 51 Joseph St., Moonachie, NJ 07074 (dd, o)
 Sanyo Electric Inc., Consumer Electronics Div., 1200 W. Artesia Blvd., Compton, CA 90220 (m)
 Sequential, 3051 N. First St., San Jose, CA 95134 (o)
 Spectravideo Inc., Bondwell Computers, 3300 Seldon Ct., Fremont, CA 94539 (cp, dd, gc, p, tm, o)
 Star Micronics, 200 Park Way, Ste. 2309, New York, NY 10166 (p)
 Suncom Inc., 260 Holbrook Dr., Wheeling, IL 60090 (gc, o)
 TTI Communications Inc., 13700 Camaron Ave., Gardena, CA 90249 (p)
 Tatum Co. of America, 2850 El Presidio St., Long Beach, CA 90810 (dd, m, tm)
 Teal Industries Inc., 1741 Lomita Blvd., Lomita, CA 90717 (p)
 Teknika Electronics Corp., 353 Rt. 46 W., Fairfield, NJ 07470 (p)
 Telexes, 43334 Bryant St., Fremont, CA 94539 (dd, tm, o)
 Telexvideo Systems Inc., 1170 Morse Ave., Sunnyvale, CA 94086 (p)
 Texas Instruments Inc., P.O. Box 225012, M/S 84, Dallas, TX 75265 (dd, m, p, tm)
 Video Technology, 2633 Greenleaf Ave., Elk Grove Village, IL 60007 (cp, dd, gc, p)
 Webcor Electronics Corp., 107 Charles Lindbergh Blvd., Garden City, NY 11530 (p)
 Wico Corp., 6400 West Gross Point Rd., Niles, IL 60068 (gc)
 Zenith Data Systems, 1000 Milwaukee Ave., Glenview, IL 60025 (dd, m, p, tm, o)
 Zoom Telephonics, 207 South St., Boston, MA 02111 (tm, o)

PERSONAL COMPUTER SOFTWARE

bf—Blank Floppy Disks
 pf—Preprogrammed Floppy Disks
 bc—Blank Cassettes
 pc—Preprogrammed Cassettes
 rc—ROM Cartridges
 Activation Inc., Drawer 7286, Mountain View, CA 94039 (p)
 Adventure International, Box 1435, Longwood, FL 32750 (pf, pc)
 Apple Computer Inc., 20525 Mariani Ave., #18P, Cupertino, CA 95014 (pf)
 Arrays Inc., Continental Software, 11223 S. Hendry Ave., Los Angeles, CA 90045 (p)
 Artsci Inc., 5547 Sattuma Ave., N. Hollywood, CA 91601 (p)
 Atari Inc., 1399 Moffett Park, Sunnyvale, CA 94086 (pf, rc)
 The Avalon Hill Game Co., 4517 Hartford Rd., Baltimore, MD 21204 (pf, pc)
 Axon Inc., 1287 Lawrence Station Rd., Sunnyvale, CA 94089 (p)
 BASF Systems Corporation, 19 Crosby Dr., Bedford, MA 01730 (p)
 Broderbund Software, 17 Paul Dr., San Rafael, CA 94903 (pf, pc, rc)
 Bruce & James Program Publishers Inc., 2355 Leavenworth St., #103, San Francisco, CA 94133 (p)
 Carter Corp., 1916 11th St., Rockford, IL 61101 (p)
 Cartron, 1701 S. State College Blvd., Anaheim, CA 92806 (p)
 Coleco Industries Inc., 200 Fifth Ave., Room 1234, New York, NY 10010 (p)
 Commodore Business Machines Inc., 1200 Wilson Dr., Westchester, PA 19380 (p)
 Comprehensive Video Supply Corp., 148 Veterans Dr., Northvale, NJ 07647 (pf)
 Computer Magic Ltd., 18 East Mall, Plainville, NJ 11803 (pf, rc)
 Creative Software, 960 Hamlin Ct., Sunnyvale, CA 94089 (p)
 Denon America Inc., P.O. Box 1139, W. Caldwell, NJ 07006 (p)
 Designware Inc., 185 Berry St., San Francisco, CA 94107 (p)
 EPYX Computer Software, 1043 Kiel Ct., Sunnyvale, CA 94089 (pf, pc, rc)
 Electronic Arts, 2755 Campus Dr., San Mateo, CA 94403 (p)
 First Star Software Inc., 18 E. 41st St., New York, NY 10017 (p)
 Fujip Photo Film Inc., Fujip Magnetic Tape Div., 350 Fifth Ave., New York, NY 10118 (bf)
 Gamestar, 1302 State St., Santa Barbara, CA 93101 (p)
 Gavilan Computer Corp., 240 Hacienda Ave., Campbell, CA 95008 (pf, rc)
 Gemini Industries Inc., 215 E. 12th Rd., P.O. Box 1115, Clifton, NJ 07014 (bf, pc)
 HES (Human Engineered Software), 150 N. Hill Dr., Brisbane, CA 94005 (p)
 IBM, 2400 Bayshore Frontage Rd., Mountain View, CA 94043 (rc)
 INFOCOM, 125 Cambridgepark Dr., Cambridge, MA 02140 (p)
 Information Unlimited Software, Inc., 2401 Marinship Way, Sausalito, CA 94965 (p)
 Ingram Software, 347 Reedwood Dr., Nashville, TN 37217 (bf, pf, bc, pc, rc)
 Intelligent Image, 9609 Cypress Ave., Munster, IN 46321 (p)
 Irish Magnetic Industries Inc., 27078 Newtown Rd., Plainville, NJ 11803 (bf, bc)
 Jasco Products Co. Inc., P.O. Box 466, Oklahoma City, OK 73101 (bf, bc)
 Lifeboat Associates, 1651 Third Ave., New York, NY 10028 (p)
 Loranger Manufacturing, Loranger Entertainment, 10-48 Clark St., Warren, PA 16365 (bf, bc)
 Lotus Development Corp., 161 First St., Cambridge, MA 02142 (p)
 Mann Endless Cassette, Inc. Corp., P.O. Box 1347, San Francisco, CA 94101 (p)
 Maxwell 3 Empire Blvd., So. Hackensack, NJ 07066 (bf)
 Maxtron, 1825A Durlin Ave., S. El Monte, CA 91733 (p)
 Memtek Products, Memtek Consumer Products Sub. of Tandy Corp., 675 N. First St., San Jose, CA 95112 (bf, bc)
 Micro D. California Branch, 17406 Mt. Cliffwood Cir., Fountain Valley, CA 92708 (p)
 Microsci Corp., 1502 Brookhollow Rd., Santa Ana, CA 92705 (bf, pf, pc, rc)
 Miliken Publishing, 1100 Research Blvd., St. Louis, MO 63132 (pf, pc, rc)
 Milton Bradley Co., 443 Shaker Rd., East Longmeadow, MA 01028 (p)
 Mindscape, 3444 Dundee Rd., Northbrook, IL 60062 (p)
 Parker Brothers, 50 Dunham Rd., Beverly, MA 01915 (p)
 Peachtree Software Inc., 6445 Peachtree Rd., N.E. Atlanta, GA 30326 (p)
 Perfect Software, 1001 Camelia St., Berkeley, CA 94710 (p)
 RKO Tape Corp., 3 Fairfield Crescent, W. Caldwell, NJ 07006 (bc)
 Ritam Corp., P.O. Box 921, Fairfield, IL 62556 (p)
 Romax, 476 Vandal Way, Campbell, CA 95008 (p)
 Royal Consumer Business Products, 500 Day Hill Rd., Windsor, CT 06095 (p)
 Sierra On-Line Inc., P.O. Box 485, Coarsegold, CA 93614 (p)
 Sirius Software, 10364 Rockingham Dr., Sacramento, CA 95827 (pf, pc)
 SoftKat Inc., 16150 Stage St., Van Nuys, CA 91406 (p)
 SoftKat Computer Products Inc., 546 N. Oak St., Inglewood, CA 90302 (p)
 Softsync Inc., 14 E. 34th St., New York, NY 10016 (pf, pc)
 Software Distribution Services, 1280 Main St., Buffalo, NY 14217 (p)
 Sony Tape Sales Co., Sony Dr., Park Ridge, NJ 07656 (p)
 Spectravideo Inc., Bondwell Computers, 3300 Seldon Ct., Fremont, CA 94539 (p)
 Spinner Software, One Kendall Sq., Cambridge, MA 02139 (p)
 Sunkyong International, 30 Congress Dr., Moonachie, NJ 07074 (bf)
 Sure Magnetics Co., 301 E. Alondra Blvd., Gardena, CA 90248 (bf, bc)
 Synapse Software, 5221 Central Ave., #200, Richmond, CA 94804 (p)
 TTI Communications Inc., 13700 Camaron Ave., Gardena, CA 90249 (bf)
 Texas Instruments Inc., P.O. Box 225012, M/S 84, Dallas, TX 75265 (pf, pc, rc)
 3M Company, Consumer Products, Magnetic Media Products Div., 3M Center, Bldg. 223-6A, St. Paul, MN 55144 (bf, bc)
 Video Technology, 2633 Greenleaf Ave., Elk Grove Village, IL 60007 (p)
 Zeff Advanced Products Co., ZAPCO, 2135 Stone Ave., Modesto, CA 95351 (p)
 Zenith Data Systems, 1000 Milwaukee Ave., Glenview, IL 60025 (bf, pf)

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Blank audiotape, continued

Musical Products, Monitors Consumer Products Sub. of Tandy Corp. 675 N. Ford St. San Jose, CA 95112
P.O. Magnetics B.V. 600 Heller Dr. Bridgeport, NJ 08014
Panasonic Consumer Electronics Group, One Panasonic Way, Secaucus, NJ 07094
Quaker Co. 940 W. Grand Ave. Franklin Park, IL 60131
Receptor Corp. 46-23 Crane St. Long Island City, NY 11101
Sony Tape Sales Co. Sony Dr. Park Ridge, NJ 07656
Sunking International 30 Congress Dr. Moonachie, NJ 07074
Sanyo Magnetics Co. 301 E. Alexandra Blvd. Garden City, NY 11030
Telex Electronics Corp. 11 Harbor Park Dr. Washington, NJ 11050
3M Company, Consumer Products Dept. 3M Center, Bldg. 223-41 St. Paul, MN 55144

BLANK VIDEOTAPE

Artec, Inc. Pine Haven Shores, Shelburne, VT 05482
B&S Systems Corporation, 19 Crosby Dr. Bedford, MA 01730
Canon U.S.A. Inc. Video Prod. Div. One Canon Plaza, Lake Success, NY 11042
Densar America Inc. P.O. Box 1139 W. Caldwell, NJ 07006
Eaton-Rust, 143 State St. Rochester, NY 14650
Fortune Star Products Corp. 12 W. 23rd St. New York, NY 10010
Fuji Photo Film USA Inc. Fuji Magnetic Tape Div. 350 Fifth Ave. New York, NY 10118
Gemini Industries Inc. 215 E. 10th St. P.O. Box 1115, Clinton, NJ 07014
V. System, Specialty Systems, 1221 38th St. Brooklyn, NY 11218
Harris Sales Corp. of America, 400 W. Artesia Blvd. Compton, CA 90220
Ingram Software, 347 Reedwood Dr. Nashville, TN 37217
Ingram Magnetics Industries Inc. 270 W. Newfield Dr. Plainville, NJ 08039
Ingram Company of America, 4 Sutter Dr. Elmwood Park, NJ 07407
K & K Merchandise Group, 120 47th Ave. Long Island City, NY 11101
Magnavox A Div. of N.A.P. Consumer Electronics, Box 6950, 140 & Straw Plains Pike, Knoxville, TN 37914
MCI, Empson B.V. 600 Heller Dr. Bridgeport, NJ 08014
Monitors Products, Monitors Consumer Products Sub. of Tandy Corp. 675 N. Ford St. San Jose, CA 95112
NE Home Electronics (U.S.A.) Inc. 140 W. 10th Ave. E. N. Grove Village, IL 60007
P.O. Magnetics B.V. 600 Heller Dr. Bridgeport, NJ 08014
Panasonic Consumer Electronics Group, One Panasonic Way, Secaucus, NJ 07094
Polaroid Corp. 545 Technology Sq. Cambridge, MA 02139
Quaker Co. 940 W. Grand Ave. Franklin Park, IL 60131
RCA Consumer Electronics, 600 N. Sherman Dr. Indianapolis, IN 46201
Samsung Electronics America, 301 Mayhill St. Saddlebrook, NJ 07662
Sony Tape Sales Co. Sony Dr. Park Ridge, NJ 07656
Sunking International 30 Congress Dr. Moonachie, NJ 07074
Sanyo Magnetics Co. 301 E. Alexandra Blvd. Garden City, NY 11030
Telex Electronics Corp. 11 Harbor Park Dr. Washington, NJ 11050
3M Company, Consumer Products, Magnetic Media Products Div. 3M Center, Bldg. 223-41 St. Paul, MN 55144
Video France, 13240 N.E. 20th St. #15 Bellevue, WA 98005
Zenith Electronics Corp. 1000 Milwaukee Ave. Glenview, IL 60025

PRERECORDED VIDEOTAPE

Adult Video Corp. 18121 Napa St. Northridge, CA 91325
American Video Tape, 1116 Edgewood Ave. Ridgefield, NJ 07657
Artec, Inc. Pine Haven Shores, Shelburne, VT 05482
Blackhawk Films Inc. 1 Old Lake Brewery, Box 3990, Davenport, IA 52808
Budget Video Inc. 1540 N. Highland Ave. #108 Hollywood, CA 90028
CBS-Fox Video, Consumer Products Div. 1211 Sixth Ave. New York, NY 10036
Leda Films, Country Club Station, Box 717, Kansas City, MO 64113
La Vista Video, 1645 Ogden Ave. New York, NY 10011
Laser Family Entertainment, 6645 Odessa Ave. Van Nuys, CA 91406
Continental Video, 2320 Collier St. Los Angeles, CA 90064
Laser Video, 884 Wilbur St. Northridge, CA 91323
Gourmet Video, 1201 Sherman Dr. N. Hollywood, CA 91605
Ingram Software, 347 Reedwood Dr. Nashville, TN 37217
Instant Replay, Videomagic Inc. 295 S. Bayshore Dr. Coconut Grove, FL 33133
International Video Entertainment, 7920 Alabama Ave. Garage Park, CA 91304
Karl-Linnea Home Video, 14884 Upper Irvine, CA 92714
Kut Time Video, 2340 Sateen Blvd. Los Angeles, CA 90064
MCA Home Video, 70 Universal City Plaza, Universal City, CA 91608
MGM/UA Home Entertainment Group, Inc. MGM/UA Home Video, 1350 Avenue of the Americas, New York, NY 10010
Media Home Entertainment, 116 N. Robertson Blvd. Ste. 909, Los Angeles, CA 90048
NE Films Video, 330 Fellowship Rd. Mt. Laurel, NJ 08054
Nostalgia Merchant, 6255 Sunset Blvd. #1019 Hollywood, CA 90028
Pacific Arts Video, P.O. Box 22770, Carmel, CA 93922
Paramount Home Video, 5555 Melrose Ave. Los Angeles, CA 90038
Prime Source Entertainment, 16030 Ventura Blvd. #220 Encino, CA 91436
RCA Columbia Pictures Home Video, 2901 W. Alameda Ave. Burbank, CA 91505
Silverline Video, 3445 Kasmith Woods Pl. Concord, CA 94518
Sony Corp. of America, Sony Dr. Park Ridge, NJ 07074
SportsWorld Cinema, P.O. Box 17022, Salt Lake City, UT 84117
Sanyo Magnetics Co. 301 E. Alexandra Blvd. Garden City, NY 11030
Telex (MCI) Video, 1374 Ave. of the Americas, New York, NY 10019
3M Company, Home Entertainment Products Dept. 3M Center, Bldg. 223-41 St. Paul, MN 55144
VI Home Video, 6335 E. Skelly Dr. Tulsa, OK 74145
V.I. Inc. 10635 varadero, Burbank, CA 91505
VideoAmerica, 231 E. 55th St. New York, NY 10022
Video Artec, 708 W. First St. Los Angeles, CA 90012
Video France, 13240 N.E. 20th St. #15 Bellevue, WA 98005
Video Gemini, 73 N. La Brea Ave. Los Angeles, CA 90048
Video Leda, Inc. 405 N. Highland St. Washington, DC 90744
Video-Lux, 430 W. 54th St. New York, NY 10019
Video Yesterday, P.O. Box C, Sandy Hook, CT 06482
Walt Disney Home Video, 500 S. Buena Vista St. Burbank, CA 91521
Warner Home Video Inc., Warner Communications Inc. 4000 Warner Blvd. Burbank, CA 91522

VIDEODISCS

Artec, Inc. Pine Haven Shores, Shelburne, VT 05482
Blackhawk Films Inc. 1 Old Lake Brewery, Box 3990, Davenport, IA 52808
CBS-Fox Video, Consumer Products Div. 1211 Sixth Ave. New York, NY 10036
Densar America Inc. P.O. Box 1139 W. Caldwell, NJ 07006
Eaton-Rust, 143 State St. Rochester, NY 14650
Fortune Star Products Corp. 12 W. 23rd St. New York, NY 10010
Fuji Photo Film USA Inc. Fuji Magnetic Tape Div. 350 Fifth Ave. New York, NY 10118
Gemini Industries Inc. 215 E. 10th St. P.O. Box 1115, Clinton, NJ 07014
V. System, Specialty Systems, 1221 38th St. Brooklyn, NY 11218
Harris Sales Corp. of America, 400 W. Artesia Blvd. Compton, CA 90220
Ingram Software, 347 Reedwood Dr. Nashville, TN 37217
Ingram Magnetics Industries Inc. 270 W. Newfield Dr. Plainville, NJ 08039
Ingram Company of America, 4 Sutter Dr. Elmwood Park, NJ 07407
K & K Merchandise Group, 120 47th Ave. Long Island City, NY 11101
Magnavox A Div. of N.A.P. Consumer Electronics, Box 6950, 140 & Straw Plains Pike, Knoxville, TN 37914

NE Films Video, 330 Fellowship Rd. Mt. Laurel, NJ 08054
Nostalgia Merchant, 6255 Sunset Blvd. #1019 Hollywood, CA 90028
Pacific Arts Video, P.O. Box 22770, Carmel, CA 93922
Paramount Home Video, 5555 Melrose Ave. Los Angeles, CA 90038
Prime Source Entertainment, 16030 Ventura Blvd. #220 Encino, CA 91436
RCA Columbia Pictures Home Video, 2901 W. Alameda Ave. Burbank, CA 91505
Silverline Video, 3445 Kasmith Woods Pl. Concord, CA 94518
Sony Corp. of America, Sony Dr. Park Ridge, NJ 07074
SportsWorld Cinema, P.O. Box 17022, Salt Lake City, UT 84117
Sanyo Magnetics Co. 301 E. Alexandra Blvd. Garden City, NY 11030
Telex (MCI) Video, 1374 Ave. of the Americas, New York, NY 10019
3M Company, Home Entertainment Products Dept. 3M Center, Bldg. 223-41 St. Paul, MN 55144

TELEPHONE PRODUCTS

TELEPHONES

AT & T Consumer Products, 5 Wood Hollow Rd. Parsippany, NJ 07054
Alaron Inc. P.O. Box 550, Troy, MI 48099
Arrow Trading Co. Inc. 1115 Broadway, New York, NY 10010
Artec, Inc. Pine Haven Shores, Shelburne, VT 05482
Audiovox Corp. 150 Marcus Blvd. Hauppauge, NY 11727
CEAC, Inc. 1500 E. Connoch, Union Springs, AL 36089
Cobra/Dynascan Corp. 6500 W. Cortland St. Chicago, IL 60634
Code-A-Phone Co. Subs. of Convar Corp. P.O. Box 5656, Portland, OR 97228
Condat, 9620 Elmer Dr. El Monte, CA 91731
Conair, 11 Executive Ave. Edison, NJ 08817
Cosmo Communications Corp. 16501 N.W. 16th Ct. Miami, FL 33169
Cotagraph U.S.A. 3573 Warden Ave. Lancaster, NJ 10086
Electra Co. Div. Masco Corp. 300 E. County Line Rd. Cumberland, IN 46229
Enterprex Int'l. Corp. 3900 E. Whitehouse St. Los Angeles, CA 90063
Faxon-Courier Corp. 15300 San Fernando Mission Rd. Mission Hills, CA 91345
Furter Corp. Record-A-Call, 19200 S. Laurel Park Rd. Compton, CA 90220
Fortune Star Products Corp. 12 W. 23rd St. New York, NY 10010
Arthur Furter Inc. Electronics Div. 122 Gayoso, Memphis, TN 38103
G.T. Electronics, 400 S. Wymann St. Rockford, IL 61101
GNT Automatic, Inc. 1560 Taggart Rd. Waltham, MA 02154
GTE Consumer Communications Prods. One Stamford Forum, Stamford, CT 06904
General Electric Consumer Electronics Business Operations, Electronics Park, Bldg. 5, Syracuse, NY 13221
General Electric Consumer Electronics Prods. Portsmouth, VA 23705
Golden Pacific Electronics Inc. 4126 E. La Palma, Anaheim, CA 92807
Hamilton Beach, A Div. of Scovill Inc. 59 Mill St. Waterbury, CT 06270
Hanabashi Ltd. 39 W. 28th St. New York, NY 10001
Hannex (USA) Inc. 3125 Commercial Ave. Northbrook, IL 60062
ITT Telecom, 1600 S. Georges Ave. Parkside Pl. Rahway, NJ 07065
Interquartz USA, Ltd. 1800 North Claybourn Ave. Chicago, IL 60614
Jordache, 1201 Broadway, New York, NY 10001
Kandace Technology Corp. 4185 N.W. 77th Ave. Miami, FL 33176
Kihlat Int'l. Telephones Inc. 4018 150th St. Flushing, NY 11354
Kraci Enterprises Inc. 505 E. Euclid Ave. Compton, CA 90224
Kycor International, Inc. 7 Powder Horn Dr. Warren, NJ 07060
LeTel Electronics, 17923 Western Ave. Gardena, CA 90248
MCE, 23 N.W. 8th Ave. Hallandale, FL 33009
Magnavox A Div. of N.A.P. Consumer Electronics, Box 6950, 140 & Straw Plains Pike, Knoxville, TN 37914
Mid America Plastics, 6860 Canby, #119, Reseda, CA 91335
Muxia Corporation, 148 South Ave. New York, NY 10013
Northern Telecom Inc., Advanced Telecommunications Division, 640 Massman Dr., TN 37210
Pack Electronics Corp. 22520 Avalon Blvd. Carson, CA 90746
Panasonic Consumer Electronics Group, One Panasonic Way, Secaucus, NJ 07094
Pathcom, Inc. 24105 S. Frampton Ave. Harbor City, CA 90710
Pierre Cardin Electrique, 1115 Broadway, New York, NY 10010
Quasar Microsystems, Record-of-Fone, Quasar Microsystems Inc., Brentwood, NY 11717
Sanyo Business Systems Corp. 51 Joseph St. Moonachie, NJ 07074
Soundex, 34 Exchange Pl. Jersey City, NJ 07302
T.T. Systems Corp. 9 E. 37th St. New York, NY 10016
T.T. Communications Inc. 13700 Cimarron Ave. Gardena, CA 90249
Tatung Co. of America, 2850 E. Presidio St. Long Beach, CA 90810
Technic (USA) Corp. 989 Ave. of the Americas, New York, NY 10018
Telex Telephones USA Inc. 14 Inverness Dr. E. Bldg. D108, Englewood, CO 80112
Telephone Co. of America Inc. Div. of Fisher Communications Corp. 55 Colony St. Meriden, CT 06450
Telcom Corp. 11 Electronics Ct. Madison Heights, MI 48071
Toshiba America Inc. 2441 Michelle Dr. Tustin, CA 92680
Tridium Telephone Systems, 1567 Sundland Lane, Costa Mesa, CA 92626
U.S. Tron, Inc. 125 Wilbur Pl. Bohemia, NY 11716
United Corporation of America, Extend-A-Phone, 200 Park Ave. New York, NY 10166
Unisonic Products Corp. 1115 Broadway, New York, NY 10010
Webcor Electronics Corp. 107 Charles Lindbergh Blvd. Garden City, NY 11530
Windor Industries Inc. 131 Executive Blvd. Farmingdale, NY 11735

TELEPHONE ANSWERS

AT & T Consumer Products, 5 Wood Hollow Rd. Parsippany, NJ 07054
Cobra/Dynascan Corp. 6500 W. Cortland St. Chicago, IL 60634
Code-A-Phone Co. Subs. of Convar Corp. P.O. Box 5656, Portland, OR 97228
Cosmo Communications Corp. 16501 N.W. 16th Ct. Miami, FL 33169
Furter Corp. Record-A-Call, 19200 S. Laurel Park Rd. Compton, CA 90220
Fortune Star Products Corp. 12 W. 23rd St. New York, NY 10010
GTE Consumer Communications Prods. One Stamford Forum, Stamford, CT 06904
General Electric Consumer Electronics Business Operations, Electronics Park, Bldg. 5, Syracuse, NY 13221
General Electric Consumer Electronics Prods. Portsmouth, VA 23705
Hanabashi Ltd. 39 W. 28th St. New York, NY 10001
K & K Merchandise Group, 120 47th Ave. Long Island City, NY 11101
Kandace Technology Corp. 4185 N.W. 77th Ave. Miami, FL 33176
Kihlat Int'l. Telephones Inc. 4018 150th St. Flushing, NY 11354
Kraci Enterprises Inc. 505 E. Euclid Ave. Compton, CA 90224
LeTel Electronics, 17923 Western Ave. Gardena, CA 90248
MCE, 23 N.W. 8th Ave. Hallandale, FL 33009
Panasonic Consumer Electronics Group, One Panasonic Way, Secaucus, NJ 07094
Phone-Mate Inc. 325 Maple Ave. Torrance, CA 90503
Quasar Microsystems, Record-of-Fone, Quasar Microsystems Inc., Brentwood, NY 11717
Sanyo Business Systems Corp. 51 Joseph St. Moonachie, NJ 07074
T.T. Systems Corp. 9 E. 37th St. New York, NY 10016
Telephone Co. of America Inc. Div. of Fisher Communications Corp. 55 Colony St. Meriden, CT 06450

Toshiba America Inc. Consumer Electronics Div. 82 Stava Rd. Wayne, NJ 07470
Unisonic Products Corp. 1115 Broadway, New York, NY 10010
Webcor Electronics Corp. 107 Charles Lindbergh Blvd. Garden City, NY 11530

TELEPHONE DIALERS

AT & T Consumer Products, 5 Wood Hollow Rd. Parsippany, NJ 07054
Cobra/Dynascan Corp. 6500 W. Cortland St. Chicago, IL 60634
Embassy Home Entertainment, 1901 Ave. of the Stars, Ste. 2000, Los Angeles, CA 90067
Faxon-Courier Corp. 15300 San Fernando Mission Rd. Mission Hills, CA 91345
Golden Pacific Electronics Inc. 4126 E. La Palma, Anaheim, CA 92807
Kihlat Int'l. Telephones Inc. 4018 150th St. Flushing, NY 11354
Moog Electronics Inc. Telecommunications, 2500 Walden Ave. Buffalo, NY 14225
Panasonic Consumer Electronics Group, One Panasonic Way, Secaucus, NJ 07094
Phonetics Inc. 101 State Rd. Media, PA 19063
Sanyo Business Systems Corp. 51 Joseph St. Moonachie, NJ 07074
Telephone Co. of America Inc. Div. of Fisher Communications Corp. 55 Colony St. Meriden, CT 06450
U.S. Tron, Inc. 125 Wilbur Pl. Bohemia, NY 11716
Webcor Electronics Corp. 107 Charles Lindbergh Blvd. Garden City, NY 11530
Zoom Telephonics, 207 South St. Boston, MA 02111

TELEPHONE ACCESSORIES

AT & T Consumer Products, 5 Wood Hollow Rd. Parsippany, NJ 07054
Arrow Trading Co. Inc. 1115 Broadway, New York, NY 10010
Carter Corp. 1916 11th St. Rockford, IL 61101
Curley Corles Inc. 915 Pennsylvania Blvd. Feasterville, PA 19047
Cotagraph U.S.A. 3573 Warden Ave. Lancaster, NJ 10086
EVC Inc. 1 Law Pl. Freeport, NY 11520
Faxon-Courier Corp. 15300 San Fernando Mission Rd. Mission Hills, CA 91345
Floyd Bell Associates Inc. 897 Higgs Ave. Box 12327, Columbus, OH 43212
Gemini Industries Inc. 215 E. 10th St. P.O. Box 1115, Clinton, NJ 07014
General Electric Wiring Dept. 225 Service Ave. Box 1050, Warwick, RI 02886
Golden Pacific Electronics Inc. 4126 E. La Palma, Anaheim, CA 92807
Heart Marketing Inc. 314 S. Main, Englewood, OH 45322
International Components Corp. Distributor Products Div. 105 Masses Rd. Melville, NY 11747
Jasco Products Co. Inc. P.O. Box 466, Oklahoma City, OK 73101
Kihlat Int'l. Telephones Inc. 4018 150th St. Flushing, NY 11354
LeTel Electronics, 17923 Western Ave. Gardena, CA 90248
MCE, 23 N.W. 8th Ave. Hallandale, FL 33009
Mann Endless Cassette, Inc. Corp. P.O. Box 1347, San Francisco, CA 94101
Pathcom, Inc. 24105 S. Frampton Ave. Harbor City, CA 90710
Phonetics Inc. 101 State Rd. Media, PA 19063
Pierre Cardin Electrique, 1115 Broadway, New York, NY 10010
Quasar Microsystems, Record-of-Fone, Quasar Microsystems Inc., Brentwood, NY 11717
RMS Electronics Inc. 4865 Scotts Valley Dr. Scotts Valley, CA 95066
RMS Electronics Inc. 50 Antin Pl. Bronx, NY 10462
Soundex, 34 Exchange Pl. Jersey City, NJ 07302
T.T. Systems Corp. 9 E. 37th St. New York, NY 10016
T.T. Communications Inc. 13700 Cimarron Ave. Gardena, CA 90249
Telephone Co. of America Inc. Div. of Fisher Communications Corp. 55 Colony St. Meriden, CT 06450
U.S. Tron, Inc. 125 Wilbur Pl. Bohemia, NY 11716
Webcor Electronics Corp. 107 Charles Lindbergh Blvd. Garden City, NY 11530
Winograd Corp. 3000 Kirkwood St. Burlington, IA 52601

PERSONAL ELECTRONICS

CALCULATORS

dt-Desk Top
dt-Hand Held
Arrow Trading Co. Inc. 1115 Broadway, New York, NY 10010 (dt, hh)
Aurora Impex Corp. Bldg. B, Holes Dr. Kenilworth, NJ 07033 (dt, hh)
B-C Systems, 59 W. Wyming Ave. Melrose, MA 02176 (dt, hh)
Becker & Becker, 501 Post Rd. Box 934, Westport, CT 06881 (dt, hh)
Canon U.S.A. Inc. Calculator Div. One Canon Plaza, Lake Success, NY 11042 (dt, hh)
Casio Inc. 15 Gardner Rd. Fairfield, NJ 07006 (dt, hh)
Commodore Business Machines Inc. 1200 Wilson Dr. Westchester, PA 19380
Cosmo Communications Corp. 16501 N.W. 16th Ct. Miami, FL 33169 (dt, hh)
DocuTel/Olivetti Corp. P.O. Box 660203, Dallas, TX 75266 (dt, hh)
Enterprex Int'l. Corp. 3900 E. Whitehouse St. Los Angeles, CA 90063 (hh)
Fortune Star Products Corp. 12 W. 23rd St. New York, NY 10010 (hh)
Golden Pacific Electronics Inc. 4126 E. La Palma, Anaheim, CA 92807 (dt, hh)
Hanabashi Ltd. 39 W. 28th St. New York, NY 10001 (dt, hh)
Hannex (USA) Inc. 3125 Commercial Ave. Northbrook, IL 60062 (dt, hh)
Hewlett Packard, 1000 N.E. Circle Blvd. Corvallis, OR 97330 (dt, hh)
Jordache, 1201 Broadway, New York, NY 10001 (dt, hh)
MCE, 23 N.W. 8th Ave. Hallandale, FL 33009 (hh)
Merchants Corp. of America, 689 Fifth Ave. New York, NY 10022 (dt, hh)
Novus Electronics Corp. Sub. of Webster Electronics Inc. 28 S. Terminal Dr. Plainville, NJ 11803 (dt, hh)
Olympia USA, Inc. P.O. Box 22, Somerville, NJ 08876 (dt, hh)
Panasonic Consumer Electronics Group, One Panasonic Way, Secaucus, NJ 07094 (dt, hh)
Pierre Cardin Electrique, 1115 Broadway, New York, NY 10010 (dt, hh)
Royal Consumer Business Products, 500 Day Hill Rd. Windsor, CT 06095 (dt, hh)
Sanyo Business Systems Corp. 51 Joseph St. Moonachie, NJ 07074 (dt, hh)
Sharp Electronics, 10 Sharp Plaza, Paramus, NJ 07652 (dt, hh)
Teal Industries Inc. 1741 Loma Blvd. Loma, CA 90717 (dt, hh)
Technico (USA) Corp. 989 Ave. of the Americas, New York, NY 10018 (dt, hh)
Texas Instruments Inc. P.O. Box 225012, M.S. 84, Dallas, TX 75265 (dt, hh)
Unisonic Products Corp. 1115 Broadway, New York, NY 10010 (dt, hh)
Webcor Electronics Corp. 107 Charles Lindbergh Blvd. Garden City, NY 11530 (dt, hh)

ELECTRONIC GAMES (Non-Video)

Criterion Watch Co. Inc. 60-01 31st Ave. Woodside, NY 11377
Fidelity International Inc. 13900 N.W. 58th Ct. Miami, FL 33014
Fortune Star Products Corp. 12 W. 23rd St. New York, NY 10010
Hannex (USA) Inc. 3125 Commercial Ave. Northbrook, IL 60062

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personal e

K & K Merchandise
Maxtron, 1825A C
O.W. Inc. 1160 F
Piram Corp. P.O.
Tiger Electronics
Unisonic Products

ELECTRO

B-C Systems, 59 W
Bretford Mfg. Inc.
Brother International
Canon U.S.A. Inc.
DocuTel/Olivetti Co
Juki Office Machin
Schaumburg
Olympia USA, Inc.
Panasonic Consum
07094
Royal Consumer B
SCM Corp. 65 Lo
Silver, MO, 64120
Teal Industries Inc

CITIZENS

Antenna Incorpora
Audiovox Corp. I
Cobra/Dynascan
Electrolit, Inc. F
45371
Firstronics Inc. R
Gate, CA, 90
Fox Marketing, Inc
General Electric, C
Bldg. 5, Syrac
General Electric
JCL, LA Corporat
90706
Kycor Internat
Midland Internat
MO, 64120
Speco Division, C
Lindenhurst

SCANNER

Antenna incorpor
Electra Co. Div. A
Faxon-Courier Co
Fox Marketing, Inc
JCL, LA Corporat
90706
Regency Electron

RADAR

Audiovox Corp., I
B.E.L. Tronics Ltd
Controlronics, Wh
Cobra/Dynascan
Electrolit, Inc. F
45371
Fox Marketing, Inc
GUL Industries Co
Heart Marketing,
Regency Electron

QUARTZ

at-a
dt-D
Advance Watch C
Armstrong Corp.
Arrow Trading Co
Astra Trading Co
Bifora USA Inc.
Casio Inc. 15 G
Comus Inc. 179
Criterion Watch
Enterprex Int'l. C
Innovative Time
Jordache, 1201
K & K Merchandise
Lorus Prods. W.
Marcel Watch Co.
Novus Electroni
Plainville, NJ
Seiko Time Corp
Times Corp., P.C
Webcor Electron

Western Watches

ELECTR

B-C Systems, 59
Bretford Mfg. Inc
Bush Industries I
Case Manufacturer
Comprehensiv
Constellation Fu
Craft Tech Indus
Denton America I
Foremost Furnitu
43502

PERSONAL COMPUTER ACCESSORIES

ATI Research Inc. 2121 Alton Ave. Irvine, CA 92714
 Ansys Inc. 10000 E. 10th Ave. Suite 100, Denver, CO 80231
 Apple Computer Inc. 20555 Mariani Ave. #18P Cupertino, CA 95014
 Autor Inc. 1287 Lawrence Station Rd. Sunnyvale, CA 94089
 B&B Video Products, Kelsey Industries, P.O. Box 27682 Denver, CO 80227
 Carter Corp. 1916 11th St. Rockford, IL 61101
 Chetco Sound Inc. Chetco Corp. of Cos. Chetco Building, Avenel, NJ 07001
 Collins & Allison Corp. P.O. Box 1487 South Hill Blvd. Dalton, GA 30720
 Convergence Business Machines, Inc. 1200 Wilson Dr. Westchester, PA 19380
 Dallas Systems Inc. A Kanto Co. P.O. Box 5030 Fremont, CA 94537
 Datawatch a division of Jensen a Beatrice Co. 1407 N. Providence Rd. P.O. Box 6021 Columbia, MO 65205
 Electrostar Inc. Expo Bldg. & Warehouse 4949 South 25th Ave. Type City, OH 45227
 Falcon Safety Products Inc. 1065 Bristol Rd. Mountaintop, NJ 07092
 Francis Company Inc. 352 Park Ave. S. New York, NY 10010
 Gemini Industries Inc. 215 E. 10th St. P.O. Box 1115 Clifton, NJ 07014
 Gundersen Corp. 11440 Lockland Rd. St. Louis, MO 63146
 Harrell Corp. 2516 Wabash Ave. St. Paul, MN 55114
 Harrier Corp. of America 1330 W. Walnut Pl. Compton, CA 90220
 Innovative Concepts Inc. 1971 Concourse Dr. San Jose, CA 95131
 International Components Corp. Distributor Products Div. 105 Maxwell Rd. Melville, NY 11747
 Jasco Products Co. Inc. P.O. Box 466 Oklahoma City, OK 73101
 Lathrop-Pearless 60 West St. Bloomfield, NJ 07003
 Loran Computer Furniture 1129 S. Bridge St. Belding, MI 48809
 Marantz 1825A Duxbury Ave. St. Louis, MO 63146
 Marantz Products Marantz Computer Products Sub. of Tandy Corp. 675 N. First St. San Jose, CA 95112
 Micro America Plastics 6860 Canby #119 Reseda, CA 91335
 Multiplex Technology Inc. 251 Imperial Highway Fullerton, CA 92635
 National Systems Corp. Computer Supplies Div. 1241 Cedar Rd. Cleveland, OH 44106
 Personal Computer Accessories The Pine Cone P.O. Box 1378 Gilroy, CA 95021
 Powell Co. P.O. Box 1408 Culver City, CA 90232
 Recorder Corp. 46-23 Crane St. Long Island City, NY 11101
 Robins Division Benjamin Electroproducts Inc. 80 Smith St. Farmingdale, NY 11735
 Royal Computer-Business Products 500 Day Hill Rd. Windsor, CT 06095
 SGM Corp. 6 W. Main St. Bound Brook, NJ 08805
 San America Portable Battery Div. 711 Industrial Blvd. Valdosta, GA 31602
 Spectravideo Inc. Bondwell Computers 3300 Seaton Ct. Fremont, CA 94539
 Suncom Inc. 260 Holbrook Dr. Wheeling, IL 60090
 Zenith Data Systems 1000 Milwaukee Ave. Glenview, IL 60025

VIDEOGAMES

VIDEOGAME HARDWARE

Atari Inc. 1399 Moffett Park Sunnyvale, CA 94086
 NEC Home Electronics (U.S.A.) Inc. 1401 W. Estes Ave. Elk Grove Village, IL 60007
 Nintendo of America 4820 150 Ave. N.E. Redmond, WA 98052

VIDEOGAME CONTROLLERS

Atari Inc. 1399 Moffett Park Sunnyvale, CA 94086
 Carter Corp. 1916 11th St. Rockford, IL 61101
 Datawatch a division of Jensen a Beatrice Co. 1407 N. Providence Rd. P.O. Box 6021 Columbia, MO 65205
 Gemini Industries Inc. 215 E. 10th St. P.O. Box 1115 Clifton, NJ 07014
 Ingram Software 347 Reedwood Dr. Nashville, TN 37217
 Micro D. California Branch 17406 Mt. Cliffwood Cr. Fountain Valley, CA 92708
 Nintendo of America 4820 150 Ave. N.E. Redmond, WA 98052
 Spectravideo Inc. Bondwell Computers 3300 Seaton Ct. Fremont, CA 94539
 Suncom Inc. 260 Holbrook Dr. Wheeling, IL 60090
 TG Products 1104 Summit Ave. Ste 110 Plano, TX 75074
 Waco Corp. 6400 West Gross Point Rd. Niles, IL 60648

VIDEOGAME SOFTWARE

Activision Inc. Drawer 7286 Mountain View, CA 94039
 Adventure International Box 3435 Longwood FL 32750
 Atari Inc. 1399 Moffett Park Sunnyvale, CA 94086
 The Avalon Hill Game Co. 4517 Hartford Rd. Baltimore, MD 21204
 Computer Magic Ltd. 18 East Mall Plainville, NY 11803
 Ingram Software 347 Reedwood Dr. Nashville, TN 37217
 Nintendo of America 4820 150 Ave. N.E. Redmond, WA 98052
 Parker Brothers 50 Dunham Rd. Beverly, MA 01915
 Romex 476 Vandal Way Campbell, CA 95008
 TG Products 1104 Summit Ave. Ste 110 Plano, TX 75074
 Tiger Electronics 909 Orchard Mundelein, IL 60060

VIDEOGAME ACCESSORIES

Atari Inc. 1399 Moffett Park Sunnyvale, CA 94086
 Carter Corp. 1916 11th St. Rockford, IL 61101
 Computer Magic Ltd. 18 East Mall Plainville, NY 11803
 EVG Inc. 1 Lee Pl. Freeport, NY 11520
 Francis Company Inc. 352 Park Ave. S. New York, NY 10010
 Gemini Industries Inc. 215 E. 10th St. P.O. Box 1115 Clifton, NJ 07014
 Gundersen Corp. 11440 Lockland Rd. St. Louis, MO 63146
 Hagerston Leather Goods Co. P.O. Box 470 Hagerston, MD 21740
 Harrell Corp. 2516 Wabash Ave. St. Paul, MN 55114
 Harrier Corp. of America 1330 W. Walnut Pl. Compton, CA 90220
 Innovative Concepts Inc. 1971 Concourse Dr. San Jose, CA 95131
 International Components Corp. Distributor Products Div. 105 Maxwell Rd. Melville, NY 11747
 Lathrop-Pearless 60 West St. Bloomfield, NJ 07003
 Micro D. California Branch 17406 Mt. Cliffwood Cr. Fountain Valley, CA 92708
 Multi America Plastics 6860 Canby #119 Reseda, CA 91335
 Nintendo of America 4820 150 Ave. N.E. Redmond, WA 98052
 Powell Co. P.O. Box 1408 Culver City, CA 90232
 R&S Industries Inc. 4865 Spotts Valley Dr. Scotts Valley, CA 95066
 RMS Electronics Inc. 50 Anson Pl. Bronx, NY 10462

Robins Division Benjamin Electroproducts Inc. 80 Smith St. Farmingdale, NY 11735
 Suncom Inc. 260 Holbrook Dr. Wheeling, IL 60090

HOUSEWARES

BARBECUE GRILLS

ch—Charcoal
 el—Electric
 ga—Gas
 sm—Smokers
 Alps Appliances Parts Co. Inc. 1209 River Ave. Rt. 9 Lakewood, NJ 08701 (ga)
 Amberlight Gas Grill Div. Tuxedo Products Inc. P.O. Box 1184 Nashville, TN 37202 (ga)
 Arrow Trading Co. Inc. 1115 Broadway, New York, NY 10010 (ch, ga)
 Astra Trading Corp. 175 Fifth Ave. New York, NY 10010 (ch)
 Atlanta Stove Works Inc. P.O. Box 5254 Atlanta, GA 30307 (ch, el, ga)
 W.C. Bradley Enterprises Inc. P.O. Box 1240 Columbus, GA 31993 (ch, el, ga)
 The Brinmann Corp. 4215 McEwen Rd. Dallas, TX 75234 (ch, el, ga, sm)
 Charmlog Products Hamiltonian Inds. Inc. P.O. Box 310 Charmlog Sq. Bristol, WI 53104 (el, ga, sm)
 Contempra Industries 371 Essex Rd. Tinton Falls, NJ 07753 (el, sm)
 Cook n' Cassin Products, Box 3726, Old Gator Strip, Shreveport, LA 71103 (ch, ga, sm)
 Crestline A Div. of North American Products Tillman St. Raritan, NJ 08869 (ch, ga)
 Dacor 950 S. Raymond Ave. Pasadena, CA 91105 (el, ga)
 Garco Manufacturing Co. 2219 W. Grand Ave. Chicago, IL 60612 (ch)
 Harwick Stove Co. 240 Edwards St. Cleveland, TN 37311 (ga)
 Jacuzzi Brothers Div. Jacuzzi Inc. 11511 New Benton, Little Rock, AR 72203 (ga)
 Jenni-Air Corp. 3035 Shadeland, Indianapolis, IN 46226 (ga)
 Kalmark Div. of Northwest Aluminum Foundry Inc. 3023 Snelling Ave. S. Minneapolis, MN 55406 (el)
 MECO-Metals Engineering Corp. 1500 Industrial Rd. P.O. Box 1000, Greenville, TN 37744 (ch, ga)
 Maverick Industries Inc. Five Starhale Ave. Union, NJ 07083 (ch, el, ga)
 Monarch Mfg. Corp. 715 N. Spring St. Beaver Dam, WI 53916 (ch, ga)
 Mount Ridge Corp. 1 Montgomery St. Belleville, NJ 07109 (ch, ga)
 Mr. Bartender/Chaffender Products 7450 Industrial Rd. Florence, KY 41042 (ch)
 National Rice-O-Mat Nozawa Trading Inc. 870 S. Western Ave. Los Angeles, CA 90008 (el)
 Nordic Ware, Hwy 7 & The Beltline, Minneapolis, MN 55416 (ch, el, ga, sm)
 Prewy Industries, P.O. Box 534 Evansville, IN 47704 (ch, el, ga)
 Regal Ware Inc. 1675 Reagle Dr. Kewassum, WI 53040 (el)
 Shepherd Products 203 Kerth St. St. Joseph, MO 64508 (ch, el, ga)
 Smoker Products Inc. Hwy 175 East, Mabank, TX 75147 (ch, el, sm)
 Structo Div. Household Ind. Rte. 75 Freeport, IL 61032 (ch, el, ga)
 Sunbeam Leisure Products Co. (Formerly Neesho Products) Howard Bush Dr. Neesho, MO 64850 (ch, ga, sm)
 Thermador/Waste King A Div. of NI Industries Inc. 5119 District Blvd. Los Angeles, CA 90040 (ga)
 Weber-Stephen Products Co. 200 E. Daniels Rd. Palatine, IL 60067 (ga)

CLOCKS

al—Alarm
 dw—Decorative Wall
 dt—Desk/Table
 gr—Grandfather
 kw—Kitchen Wall
 tr—Travel
 Advance Watch Co. Ltd. 26400 W. Eight Mile Rd. Southfield, MI 48034 (al, dt, tr)
 Aaron Inc. P.O. Box 550 Troy, MI 48099 (al, dw, dt, gr, kw)
 Armon Corporation 29-10 Thomson Ave. Long Island City, NY 11101 (al, dt, tr)
 Arrow Trading Co. Inc. 1115 Broadway, New York, NY 10010 (al, dw, dt, gr, kw)
 Astra Trading Corp. 175 Fifth Ave. New York, NY 10010 (al, dw, dt, gr, kw)
 Becker & Becker 501 Post Rd. Box 934 Westport, CT 06881 (dt, kw, tr)
 Bifora USA Inc. 212 Fifth Ave. New York, NY 10010 (al, dw, dt, gr, kw)
 Bradley Time Div. Elgin National Ind. 1115 Broadway, New York, NY 10010 (al, dw, dt, kw, tr)
 Braun Inc. 66 Broadway, Rte. 1 Lynnfield, MA 01940 (al, kw, tr)
 Bulova Watch Co. Inc. Clock Div. Sub. of Loews Corp. 75-20 Astoria Blvd. (al, dw, dt, kw, tr)
 Citizen 1200 Wall St. W. Lyndhurst, NJ 07071 (al, dw)
 Coltec 785 West 1700 South, Salt Lake City, UT 84104 (al, dw)
 Comar Inc. 1739 4 Mile Rd. N.E. Grand Rapids, MI 49505 (al, dt, tr)
 Copal Corp. of America 16-00 Rd. 208, Faridat, NY 07410 (al, dw, dt, kw, tr)
 Cosmo Communications Corp. 16501 N.W. 16th Ct. Miami, FL 33169 (al, dw, dt, kw, tr)
 Critson Watch Co. Inc. 60-01 31st Ave. Woodside, NY 11377 (al, dt, tr)
 Cuckoo Clock Manufacturing Co. Inc. 32-40 W. 25th St. New York, NY 10010 (al, dw, dt, kw, tr)
 Designers View Group 550 N.W. 6th Ave. Miami, FL 33136 (al, dw, dt, kw, tr)
 Designs In Time, Inc. 1826 Kaiser Ave. Irvine, CA 92714 (al, dw, dt, kw, tr)
 Ecologizer by Westclox, Div. of General Time Corp. 520 Guthrie Ct. Norcross, GA 30092 (al, dw, dt, gr, kw, tr)
 Elgin National Industries Inc. 1800 W. Fullerton Ave. Chicago, IL 60614 (al, dw, dt, kw, tr)
 Enterprise Intl. Corp. 3900 E. Whitehead St. Los Angeles, CA 90063 (tr)
 Fantasy Products 74 Maple St. Belchertown, MA 01007 (dw, dt, kw, tr)
 General Time Corp. A Talley Industries Co. 520 Guthrie Ct. Norcross, GA 30092 (al, dw, dt, gr, kw, tr)
 Hanmax (USA) Inc. 3125 Commercial Ave. Northbrook, IL 60062 (al, dt, tr)
 Harris & Mallory Products 651 New Hampshire Ave. Lakewood, NJ 08701 (al, dw, dt, kw)
 Heritage International 1280 North Ave. Plainfield, NJ 07062 (dw, kw)
 Hoyle Products, Housewares Div. 345 Plato Blvd. St. Paul, MN 55107 (al, dw, dt, kw)
 Ingram-Magic Chef Co. Div. of Toaster Products Inc. P.O. Box 1609, Laurnburg, NC 28352 (al, dw, dt, kw)
 Innovative Time Corp. 6054 Corte Del Cedro Blvd. Carlsbad, CA 92008 (dt, tr)
 Jorache 1201 Broadway, New York, NY 10001 (dt)
 Kendale Technology Corp. 4185 N.W. 77th Ave. Miami, FL 33176 (al, dw, dt, kw)
 Robert Krups North America, 7 Pearl Ct. Allendale, NJ 07401 (dt, tr)
 Londonderry Clock Works, Rte. 1, Box 33-B, Lexington, VA 24450 (dw, dt, kw)
 Lotus Prods. W. 80 Century Rd. Paramus, NY 07652 (al, dw, dt, kw, tr)
 Marcel Watch Corp. 1115 Broadway, New York, NY 10010 (al, dw, dt, kw, tr)
 Mastercrafters Clock Corp. div. ISM Ltd. 872 Irving Park Rd. Roselle, IL 60012 (al, dw, dt, kw, tr)
 Mid America Plastics 6860 Canby #119 Reseda, CA 91335 (tr)
 Howard Miller Co. 860 E. Main St. Zealand, MI 49464 (al, dw, dt, gr, kw, tr)
 Novus Electronics Corp. Sub. of Webcor Electronics Inc. 28 S. Terminal Dr. Minneapolis, NY 11803 (al, dw, dt, kw, tr)
 Overlook Clock Co. Inc. 663 Broadway, New York, NY 10012 (al, dw, dt, kw, tr)
 Panasonic Matsushita Appliance Co. One Panasonic Way, Secaucus, NJ 07094 (al, dw, dt, kw, tr)
 Pearl Grandfather Clocks, Pearl Enterprises Inc. 3790 Knight Rd. Memphis, TN 38118 (dw, dt, gr, kw)

Pierre Cardin Electronique, 1115 Broadway, New York, NY 10010 (al, dw, dt, tr)
 Powell Co. P.O. Box 1408 Culver City, CA 90232 (dw, dt, gr, kw)
 Ridgeway Clocks, P.O. Box 407, Ridgeway, VA 24148 (al, dw, dt, gr, kw, tr)
 Robison Appliances, 69 Windsor Ave. Minnetonka, MN 55301 (dw, kw)
 Salton, Inc. 3601 N. Skokie Hwy. North Chicago, IL 60064 (dw)
 Salton Time Corp. 640 Fifth Ave. New York, NY 10019 (al, dw, dt, kw, tr)
 Seth Thomas, Div. of General Time Corp. 520 Guthrie Ct. Norcross, GA 30092 (al, dw, dt, kw, tr)
 Sparkomatic Corp. Rtes. 6 & 209 Millford, PA 18337 (tr)
 Spartus Corp. P.O. Box 1200, Skokie, IL 60076 (al, dw, dt, kw, tr)
 Sunbeam Clock Co. Springfield Inst. Co. 260 Ridgeland Ave. Hackensack, NJ 07602 (al, dw, dt, kw, tr)
 Sunset Time, Inc. 13250 Waldner St. Pacoima, CA 91331 (dw, kw)
 Technico (USA) Corp. 989 Ave. of the Americas, New York, NY 10018 (tr)
 Times Corp. P.O. Box 2126, Waterbury, CT 06721 (al, dw, dt, kw, tr)
 Unimac Products Corp. 1115 Broadway, New York, NY 10010 (al, dw, dt, kw, tr)
 Westclox, Div. of Elgin National Industries, 1800 W. Fullerton Ave. Chicago, IL 60614 (al, dw, dt, kw, tr)
 Westclox A Talley Industries Co. 520 Guthrie Ct. Atlanta, GA 30092 (al, dw, dt, kw, tr)
 Windsor Industries Inc. 131 Executive Blvd. Farmingdale, NY 11735 (al, dt)

COOKWARE/BAKEWARE

ce—Ceramic
 en—Enamel
 gl—Glass
 me—Metal
 me-Metal/Nonstick
 pl—Plastic
 po—Porcelain
 ps—Pressure Cookers
 st—Stoneware
 tc—Terra Cotta
 All-Clad Metalcrafters, Inc. RD 2, Canonsburg, PA 15317 (ce, ga)
 Anchor Hocking Corp. Fifth & Pierce Ave., Lancaster, OH 43130 (ce, ga)
 Arrow Trading Co. Inc. 1115 Broadway, New York, NY 10010 (ce, me, pl)
 Atlanta Stove Works Inc. P.O. Box 5254, Atlanta, GA 30307 (me)
 Atlas Metal Spinning Co. 470 S. Airport Blvd., S. San Francisco, CA 94080 (me)
 Benjamin & Medwin, Inc. 230 Fifth Ave., New York, NY 10001 (me)
 Joyce Chen Products, 411 Waverly Oaks Rd., Waltham, MA 02154 (me, pl)
 Club Products Company, Div. of Regal Ware, Inc. 1100 Redmond Rd. Jacksonville, AR 72076 (ce, me, mn)
 Corning Glass Works, Consumer Products Div. 115 Houghton Park, Corning, NY 14831 (ce, ga)
 Creative Appliances, 1519 Airline Hwy. Box 1527, Waterloo, IA 50704 (ce, ga)
 Cuisinart Inc. 411 W. Putnam Ave., Greenwich, CT 06830 (ce, mn)
 Daewoo Housewares, 211 Country Ave., Secaucus, NJ 07094 (ce, en, me)
 Ecco Housewares Co. 9234 W. Belmont Ave., Franklin Park, IL 60131 (me, mn)
 Enterprise Aluminum Co. P.O. Box 6358, 4951 Forsyth Rd., Macon, GA 31213 (me, mn)
 The Foley Co. Box 648, Mantowoc, WI 54220 (ce, mn)
 Frige Manufacturing Co. Frigidare Housewares Div. 421 Carlton Bldg., Cleveland, OH 44115 (me, pl)
 GAS Metal Products Co. Inc. 3330 E. 79th St., Cleveland, OH 44127 (me, pl)
 General Housewares, 1536 Beech St. P.O. Box 4066, Terre Haute, IN 47804 (ce, en, me)
 Gourmet Ltd. 8155 Kay Ave., Addison, IL 60101 (tr)
 Gourmet Topt. 1216 Newport Ave., Long Beach, CA 90804 (tr)
 H & E Trading Co. 410 Commerce Rd., Deer Park, NY 11729 (ce, tr)
 Hillside Metal Ware, 1060 Commerce Ave., Union, NJ 07083 (me)
 Himark Enterprises, Inc. 155 Commerce Dr., Hauppauge, NY 11787 (ce, en, mn, st, tr)
 Items for Microwave, P.O. Box 6733, Concord, CA 94524 (tr)
 Lysse Aluminum Co. Housewares Div. 203 Ellis St., Kewanee, WI 54216 (ce, tr)
 Libbey Glass, One SeaGate, Toledo, OH 43666 (ga)
 Litton, 1405 Kenium La. N. Minneapolis, MN 55440 (ga)
 Mark Louis Co. 1910 S.W. 31st Ave., Hallandale, FL 33009 (me)
 Nelson McCoy Pottery Co. P.O. Box 130, Lancaster, OH 43130 (ce, st)
 Melitta Inc. 1401 Berlin Rd., Cherry Hill, NJ 08003 (pl, po)
 Meyer Housewares, 4300 W. Brown Deer Rd., Milwaukee, WI (me)
 Micro Corp. 1512 Washington St., Box 409, Mantowoc, WI 54220 (me, mn, pl)
 National Presto, 3925 N. Hastings Way, Eau Claire, WI 54703 (pc)
 National Rice-O-Mat Nozawa Trading Inc. 870 S. Western Ave., Los Angeles, CA 90005 (en)
 Nordic Ware, Hwy 7 & The Beltline, Minneapolis, MN 55416 (me, mn, po, tr)
 The Plattegraf Co. 140 E. Market St., York, PA 17401 (ce, st)
 Phoenix Products Inds. Inc. 444 Hempstead Tpke., West Hempstead, NY 11552 (ce, me, pl, po, st)
 Reco International Corp. 138-150 Haver Ave., Port Washington, NY 11050 (ce, po, st, tr)
 Regal Ware Inc. 1675 Reagle Dr. Kewassum, WI 53040 (me, mn, pl, po, tr)
 Republic Molding, 6330 W. Touhy Ave., Chicago, IL 60648 (pl)
 Reverse Copper & Brass, Inc. P.O. Box 250, Clinton, IL 61727 (me)
 Rival Manufacturing Co. 36th & Bennington, Kansas City, MO 64129 (ce)
 Rosco, Inc. Warehouse La. Bldg. 4, Elmford, NY 10523 (ce, me, mn, po)
 Rubbermaid, 1147 Akron Rd., Wooster, OH 44691 (pl)
 Schiller & Asmus, P.O. Box 575, Yemassee, SC 29545 (en, po)
 T-Fal Corporation, 23 Kulich Rd., Fairfield, NJ 07006 (mn)
 Tara Products Corp. 29 Main St., Box 1184, Leominster, MA 01453 (pl)
 Trend Products Co. 7417 Van Nuys Blvd., #H Van Nuys, CA 91405 (me)
 Wear-Ever Aluminum Inc. 1089 Eastern Ave., Chillicothe, OH 45601 (me, mn, po, tr)
 Wear-Ever/Proctor-Silex, 560 Sylvan Ave., Englewood Cliffs, NJ 07632 (ce, gl, me, mn)
 Westclox Housewares, RR 1, Box 42, Westerlo, NY 12193 (tr)
 Western Enterprises, 2240 W. 75th St., Woodridge, IL 60532 (ce)
 Windsor Industries, Inc. 131 Executive Blvd., Farmingdale, NY 11735 (me)

FANS

cl—Ceiling Fans
 pl—Portable Fans
 Abbott Industries, Inc. 95-25 149th St., Jamaica, NY 11435 (pl)
 Air Care Industries, Inc. 6709 S. Main, Union, IL 60180 (pl)
 Alaron Inc. P.O. Box 550, Troy, MI 48099 (ce)
 All Channel Products, 42-40 Bell Plaza, Bayside, NY 11361 (pl)
 Arrow Trading Co. Inc. 1115 Broadway, New York, NY 10010 (pl)
 Autumane Fan Co. Div. of Airmaster Fan Co., 150 W. North St., P.O. Box 968, Jackson, MI 49202 (ce, pl)
 Bonaire Corp. 565 Commerce St., Franklin Lakes, NJ 07417 (ce, pl)
 CasaBlanca Fan Co. 450 N. Baldwin Park Blvd., City of Industry, CA 91746 (ce)
 Cosmo Communications Corp. 16501 N.W. 16th Ct., Miami, FL 33169 (ce)
 Emerson Environmental Products, Emerson Electric, 8400 Pershall Rd., Hazelwood, MO 63042 (ce, pl)
 Enterprise Intl. Corp. 3900 E. Whitehead St., Los Angeles, CA 90063 (ce, pl)
 Envirofans Systems Inc. P.O. Box 10, Buffalo, NY 14223 (ce)
 The Fan Factory, 125 Wilbur Pl., Bohemia, NY 11716 (ce)
 Fortune Star Products Corp., 12 W. 23rd St., New York, NY 10010 (pl)
 Frigid Inc. 1250 Rockaway Ave., Brooklyn, NY 11236 (pl)
 Goldstar Electronics Inc. 1050 Wall St., W. Lyndhurst, NJ 07071 (pl)
 Hitachi Sales Corp. of America, 401 W. Artesa Blvd., Compton, CA 90220 (pl)
 Homestead Products, 114 14th St., Ramona, CA 92065 (ce)
 Northern Electric Co. An Allegheny Intern. Co. 5224 N. Kedzie Ave., Chicago, IL 60625 (pl)

Hatsumo, A Div.
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 Robbins & M
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Calendar of Events

FEBRUARY

Domotecnica Housewares and Home Appliance Show:
February 4-7, Cologne Exposition Grounds, Cologne, West Germany. Write: Hans Teetz, German American Chamber of Commerce, 666 Fifth Ave., New York, NY 10103; 212-974-8836.

National Back-to School Merchandise Show:
February 14-16, New York Colliseum, New York. Write: David Thalheim, Thalheim Expositions, 42 Bayview Ave., Manhasset, NY 11030; 516-627-4000.

Variety Merchandise Show:
February 15-18, New York Colliseum, New York. Write: David Thalheim, Thalheim Expositions, 42 Bayview Ave., Manhasset, NY 11030; 516-627-4000.

MARCH

International Hardware Fair:
March 2-5, Cologne Exposition Grounds, Cologne, West Germany. Write: Hans Teetz, German American Chamber of Commerce, 766 Fifth Ave., New York, NY 10103; 212-974-8836.

National Association of Recording Merchandisers Annual Convention:
March 7-11, Century Plaza, Los Angeles. Write: Doris Robin, 1008-F Astoria Blvd., Cherry Hill, NJ 08003; 609-424-7404.

ITA:
March 12-15, Americana Canyon, Palm Springs, CA. Write: Henry Brief, IFA, 10 Columbus Circle, Suite 2270, New York, NY 10119; 212-956-7110.

NARDA's Annual Convention:
March 17-19, Sheraton Universal Hotel, Los Angeles. Write: Mary Javagiel, 10 E. 22nd St., Lombard, IL 60148; 312-953-8950.

NATM Buying Corp. Meeting:
March 21-23, Doral Country Club, Miami, FL. Write: Saul Gold, 45 West 34th St., New York, NY 10001; 212-239-7222.

Trade Associations

TELEVISION BUREAU OF ADVERTISING
477 Madison Ave.
New York, NY 10022
212-486-1111
Roger D. Rice, president

U.S. INDEPENDENT TELEPHONE ASSOCIATION
1801 K Street, N.W.
Suite 1201
Washington, DC 20006
212-872-1200
John Sodolski, president



APRIL

COMDEX/Winter Conference:
April 1-3, Los Angeles Convention Center, Los Angeles. Write: The Interface Group, 300 First Ave., Needham, MA 02194; 617-449-6600.

Transworld Housewares Show and Variety Exhibit:
April 4-8, O'Hare Exposition Center, Rosemont, IL. Write: Joe Thaler, Transworld Exhibits, 1850 Oak St., Northfield, IL 60093; 312-446-8434.

Multi-Housing World:
April 6-9, Philadelphia Civic Center, Philadelphia, PA. Write: Barbara Dales, Gralla Conferences, 1515 Broadway, New York, NY 10036; 212-869-1300.

NHMA 84th Semi-Annual International Housewares Exposition:
April 6-10, McCormick Place, Chicago. Write: Dennis Corcoran, Consumer Electronics Shows, 2001 Eye St., NW, Washington, DC 20006; 202-457-8700.

National Kitchen and Bath Conference:
April 6-9, Philadelphia Civic Center, Philadelphia, PA. Write: Conference Registrar, 124 Main St., Hacketts-town, NJ 07840; 201-852-0033.

Association of Home Appliances Manufacturers Conference:
April 16-20, Grenelefe Golf and Tennis Resort, Grenelefe, FL. Write: Fran Randich, Manager, Administrative Services, AHAM, 20 N. Wacker Dr., Chicago, IL 60606; 312-984-5800.

VACUUM CLEANER MANUFACTURERS ASSOCIATION
1615 Collamer Street
Cleveland, OH 44110
216/851-2400
Joseph C. Frantz, exec. secretary

VIDEO SOFTWARE DEALERS ASSOCIATION
1008-F Astoria Blvd.
P.O. Box 1910
Cherry Hill, NJ 08034
609/424-7117
Mickey Granberg, executive v.p.

COMDEX/Spring Conference:
April 28-May 1, World Congress Center, Atlanta, GA. Write: The Interface Group, Inc., 300 First Ave., Needham, MA 02194; 617-449-6600.

MAY

International Gourmet Products Show:
May 2-5, George R. Moscone Convention Center, San Francisco. Write: Leonard Rogers, Show Director, National Fairs Inc., 1902 Van Ness Ave., San Francisco, CA 94104; 415-474-4300.

Premium Incentive Show:
May 5-8, Jacob K. Javitz Convention Center, New York. Write: David Thalheim, Thalheim Expositions, Inc., 42 Bayview Ave., Manhasset, NY 11030; 516-627-4000.

International Food and Wine Show:
May 6-8, Civic Center Complex, San Francisco. Write: Leonard Rogers, Show Director, National Fairs Inc., 1902 Van Ness Ave., San Francisco, CA 94104; 415-474-4300.

National LP Gas Association Annual Convention:
May 7-10, Cincinnati Convention Center, Cincinnati, OH. Write: Mike Spear, National LP Gas Assn., 1301 W. 22nd St., Oakbrook, IL 60521; 312-986-4800.

JUNE

Summer Consumer Electronics Show:
June 1-4, McCormick Place, Chicago. Write: Dennis Corcoran, Consumer Electronics Shows, 2001 Eye St., NW, Washington, DC 20006; 202-457-8700.

Midyear Variety Show:
June 8-11, Jacob K. Javitz Convention Center, New York. Write: David Thalheim, Thalheim Expositions, Inc., 42 Bayview Ave., Manhasset, NY 11030; 516-762-4000.

JULY

Transworld Housewares Show & Variety Exhibit:
July 11-15, O'Hare Exposition Center, Rosemont, IL. Write: Joe Thaler, Transworld Exhibits, 1850 Oak St., Northfield, IL 60093; 312-446-8434.

National Retail Hardware Association Annual Congress:
July 20-24, Westin Hotel, Seattle, WA. Write: Barbara Schuster, convention director, NRHA, 770 N. High School Rd., Indianapolis, IN 46224; 317-248-1261.

AUGUST

National Electronic Service Dealers Association Industry Convention and Show:
August 4-9, Tropicana Hotel, Las Vegas, NV. Write: Barbara Rubin, NESDA, 2708 W. Berry, Ft. Worth, TX 76190; 817-921-9061.

National Hardware Show:
August 10-13, McCormick Place and McCormick West, Chicago. Write: Brian Glasgow, Manager, Conventions, American Hardware Manufacturers Assn., 931 N. Plum Grove Rd., Schaumburg, IL 60195; 312-885-1025.

SEPTEMBER

53rd National Merchandise Show:
September 6-9, Jacob K. Javitz Convention Center, New York. Write: David Thalheim, Thalheim Expositions, Inc., 42 Bayview Ave., Manhasset, NY 11030; 516-627-4000.

NOVEMBER

NY Gourmet Products and Tabletop Show/NY Gourmet Food and Beverage Show:
November 2-4, Jacob K. Javitz Convention Center, New York. Write: Carol Sturgeon, Show Director, George Little Management Inc., 1902 Van Ness Ave., San Francisco, CA 94104; 415-474-4300.

NHMA 85th Semi-Annual International Housewares Exposition:
November 9-12, McCormick North, Chicago. Write: Ronald A. Fippinger, National Housewares Manufacturers Assn., 1324 Merchandise Mart, Chicago, IL 60654; 312-664-6363.

Transworld Housewares and Variety Exhibit:
November 7-11, O'Hare Exposition Center, Rosemont, IL. Write: Joe Thaler, Transworld Exhibits, 1850 Oak St., Northfield, IL 60093; 312-446-8434.

COMDEX/Fall Conference:
November 10-14, Las Vegas Convention Center, Las Vegas, NV. Write: The Interface Group, Inc., 300 First Ave., Needham, MA 02194; 617-449-6600.

DECEMBER

Kitchen/Bath Industry Show West:
December 13-15, Anaheim Convention Center, Anaheim, CA. Write: Barbara Dales, Gralla Conferences, 1515 Broadway, New York, NY 10036; 212-869-1300.